

## Cloud Connect Defined

Cloud Connect provides businesses a secure and private connection to multiple cloud vendors instead of using the public internet.

## Target Audience

Small or medium businesses and enterprises using the Internet to get to their cloud provider or that have a cloud migration strategy in place but haven't executed it yet and are transferring up to 20TB out of the cloud each month.

## What is the main problem our target faces and product solves?

Businesses connecting to the cloud through the public internet experience slow or unreliable network connection and performance issues with latency sensitive applications. They also incur higher costs as the public cloud providers charge usage-based fees for information pulled out of the cloud, also known as egress costs. Another issue is that sensitive or regulated data is being transferred through a non-private connection which could cause regulatory and/or security concerns.

## In lieu of our solution, what is our target audience doing today to attempt to alleviate their problem?

Businesses are spending more time managing existing network traffic to accommodate for poor performance, which slows down operations. They are also likely looking for solutions to save costs, increase security, and enhance application performance.

## How do we satisfy the problem in a way that makes us more unique to competitors and other alternatives?

FiberLight can extend the cloud provider edge to our customers by using our network to provide a secure end-to-end solution over a private connection to our exchange partners or as a direct connection to select cloud destinations. All backed by 20 years of dedicated expertise providing large-scale, custom fiber networks

## Main Product Benefit Message

With increased cloud performance and cost savings on egress fees, businesses can increase operational efficiencies while better leveraging financial resources.



## Cloud Connect What are the top features?

1. GEOGRAPHIC DIVERSE CONNECTIVITY OPTIONS IN THE US AND AROUND THE WORLD TO 2,500+ CLOUD PROVIDERS THROUGH OUR EXCHANGE PARTNER NETWORKS.
2. CERTIFIED AWS SELECT PARTNER
3. BANDWIDTH OPTIONS
  - a. 100 Mbps, 500 Mbps and 1 Gbps
  - b. 2 Gbps, 5 Gbps and 10 Gbps
4. SERVICE OFFERED IN ALL FIBERLIGHT MARKETS AND ANY ENTERPRISE BUILDINGS CONNECTED TO OUR NETWORK

## Top Benefits

- 1. Increase performance** — Increase operational performance and efficiencies with a faster, more reliable, and private connection to your public cloud provider.
- 2. Maximize security** — Protect sensitive and regulated data with a more secure, dedicated path to your public cloud provider.
- 3. Optimize financial resources** — Save up to 77 percent on egress fees from cloud providers when switching to a private connection.
- 4. Scale for growth** — Easily increase bandwidth to support your data needs through the cloud now and into the future.
- 5. Streamline network management** — Focus more on your business operations with a single vendor managing your transport and cloud needs.
- 6. Improve BCDR** — Protect your data in the cloud with a multi-cloud and or geo-diverse solution with access to cloud destinations throughout the U.S. and around the world.
- 7. Experience high-touch customer service** — Easily access top executive and field resources, offering a more personalized experience for delivering ongoing account management and service maintenance.

## Main Differentiators

1. Single vendor managing your transport and direct cloud connections
2. Bundling Cloud Connect with transport services offers competitive, discounted pricing
3. 20 years of experience designing, engineering, and optimizing large-scale fiber networks
4. Own, operate, and manage over 14,000 fiber route miles built through organic growth
5. In many areas, we can offer new fiber—built in the last 3 to 4 years—that is diverse from ILEC and Cable providers
6. Regional expertise based on our construction and industry experience
7. High-touch relationships offer a better experience for delivering ongoing account management and service maintenance

## What are their needs and how do we satisfy those needs?

Customer Needs	How we satisfy those needs	Proof
Security	Private, direct path to public cloud over secure layer 2 transport to protect sensitive and regulated data	<ul style="list-style-type: none"> <li>• Layer 2 Ethernet provides more reliable, service</li> <li>• Services backed by standard SLAs on transport and cloud connectivity</li> <li>• Direct connection is private versus sending data over public internet</li> </ul>
Predictable, reliable performance	Data is exchanged faster on direct path to the public cloud over Ethernet network, limiting network disruptions	Sending data through the public internet can get clogged and slow things down and result in higher latency versus a direct connection where yours is the only traffic traversing the path
To reduce costs	FiberLight Cloud Connect is a direct and private connection that results in lower egress fees from cloud providers	Decreases egress fees up to 77% versus transferring data out of the cloud from cloud providers

## Qualifying Questions

1. Do you use any SaaS provides such as Salesforce, Google Apps, or Microsoft?
2. Are you doing data backup today, if so with who and how?
3. What is your company's cloud strategy?
4. How do you connect to the cloud today?
5. Are you considering a secondary cloud connection for added redundancy?
6. How many cloud providers does your organization use today?
7. Are you co-located in multiple datacenters?

## Overcoming Common Objections

### **O: I ALREADY HAVE A CONNECTION TO MY PUBLIC CLOUD, AND IT'S WORKING FINE.**

**A:** Are you expanding your cloud strategy at all, if so where? According to the RightScale 2019 State of the Cloud report, organizations on average are using five clouds or more. In many cases, depending on what you are sending to and taking out of the cloud, you could benefit from higher performance, increased security, and a decrease in egress fees from a private connection instead of going through the public internet. Additional follow up questions to their objection can be:

*How are you utilizing your cloud today? How much are you pulling down?*

*Have you thought about the need for diversity for business continuity?*

### **O: ISN'T PRIVATE MORE EXPENSIVE? I DON'T WANT MY CLOUD BILL TO INCREASE IF I SWITCH TO A PRIVATE CONNECTION.**

**A:** In some cases, a private connection can be less expensive. Our research shows that you can save up to 77 percent in egress fees when switching to a private connection.

### **O: OUR ORGANIZATION IS WORRIED ABOUT SECURITY WHEN TRANSITIONING TO THE CLOUD FROM OUR ON-PREMISE INFRASTRUCTURE.**

**A:** We know security is still a top concern among enterprises. However, a private connection to the public cloud actually provides a more secure path because it's on a dedicated connection versus the public internet which is a shared connection.

