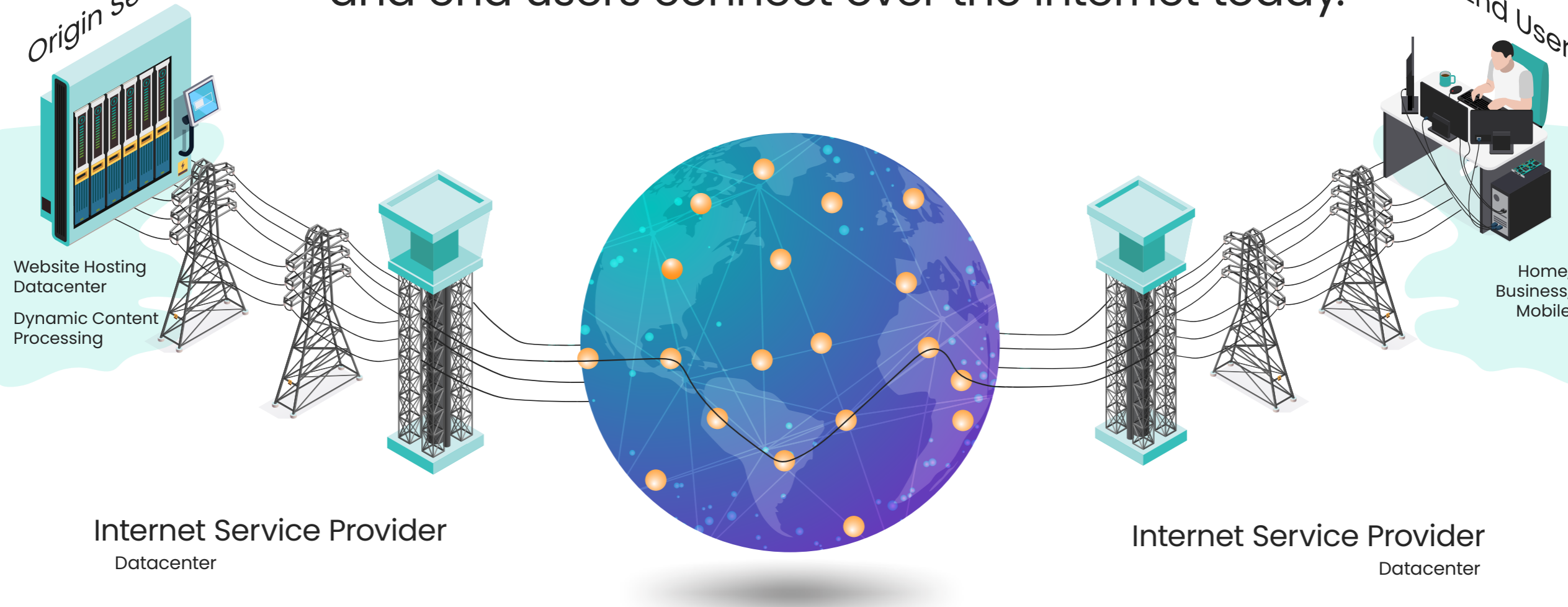


# WHY should enterprises THINK TWICE before considering the PUBLIC INTERNET as their network connectivity of CHOICE?

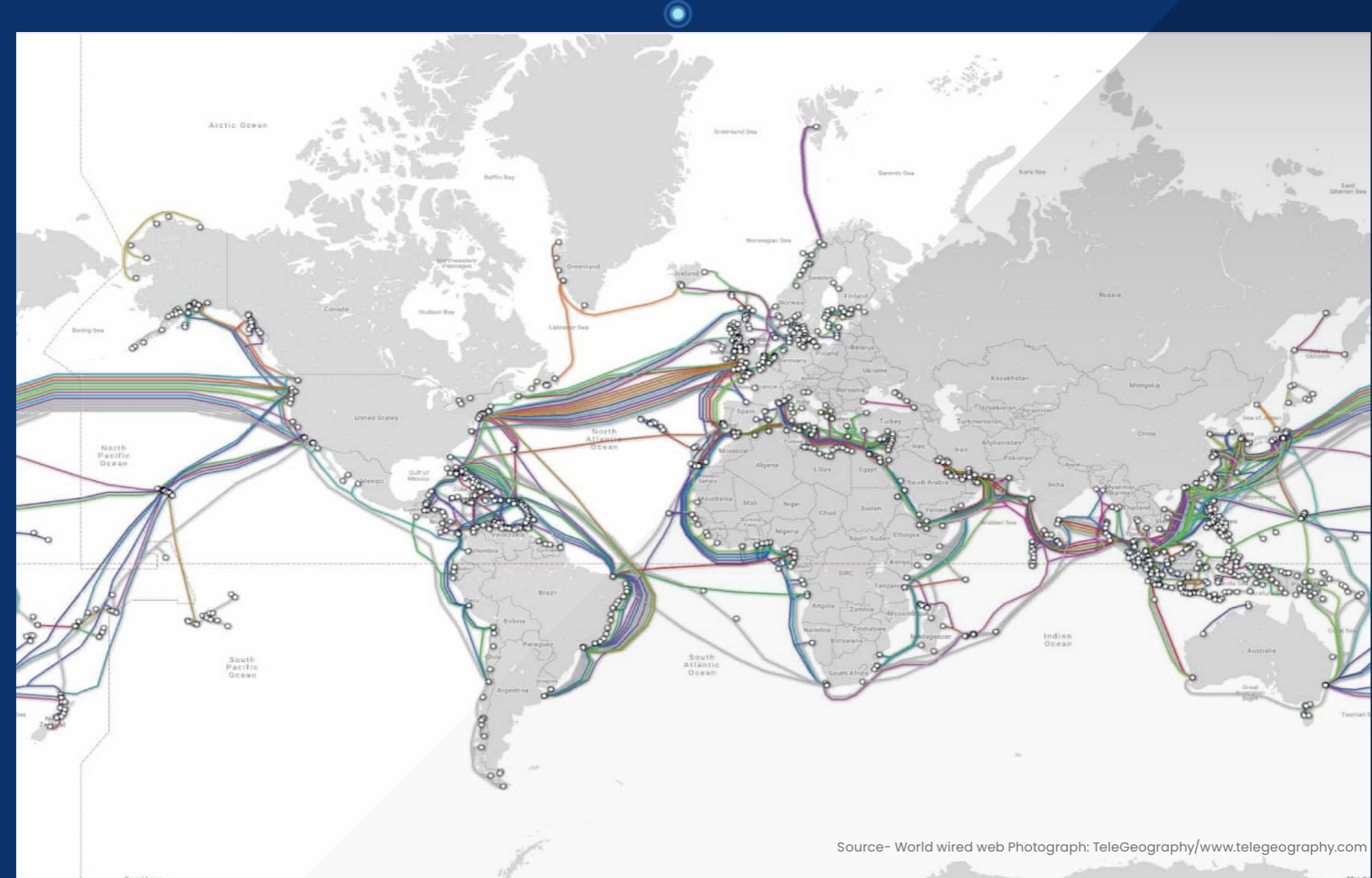


To begin with, this is how global branch offices and end users connect over the internet today.

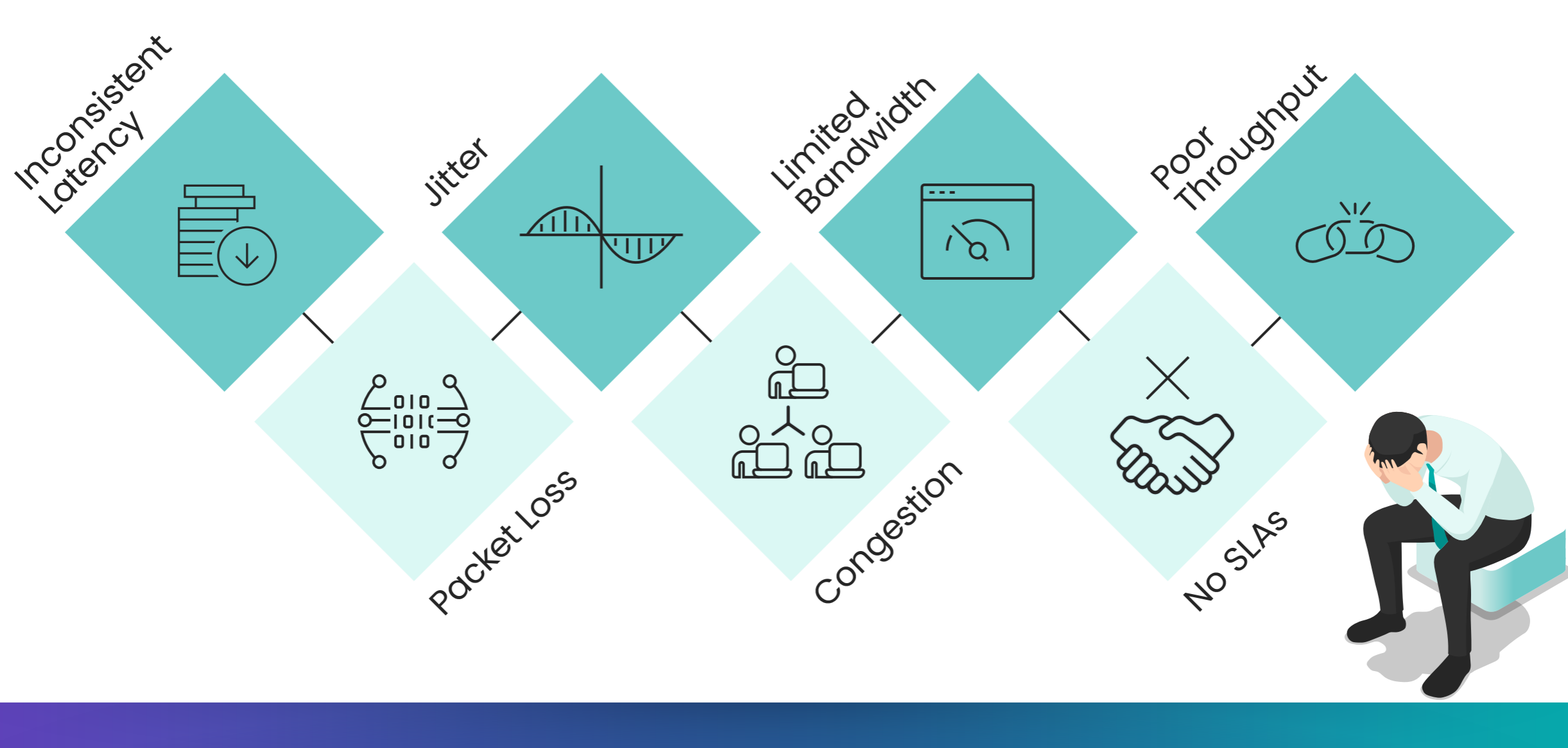


You see that middle-mile?

Let's ZOOM in a bit.



This long and patchy middle-mile makes the internet susceptible to:



Moreover, the ongoing pandemic is putting more users on the already over-burdened network:

- 3x** - More usage of Windows Virtual Desktop service
- Azure usage went up by **several million cores** in March
- 560 million** minutes of meetings on March 12 to **2.7 billion** on March 31
- Google Meet has **2 billion** minutes of usage a day
- 40 million** daily users (up by **40%** from February to March) with Skype calling minutes up 220%.

Source: <https://thenewstack.io/the-network-impact-of-the-global-covid-19-pandemic/>  
 Source: <https://azbigmedia.com/lifestyle/average-weekly-netflix-usage-has-increased-72-since-pandemic-began/>  
 Source: <https://www.mercurynews.com/2020/04/07/coronavirus-streaming-platforms-see-big-surge-during-pandemic/>  
 Source: <https://azbigmedia.com/lifestyle/average-weekly-netflix-usage-has-increased-72-since-pandemic-began/>

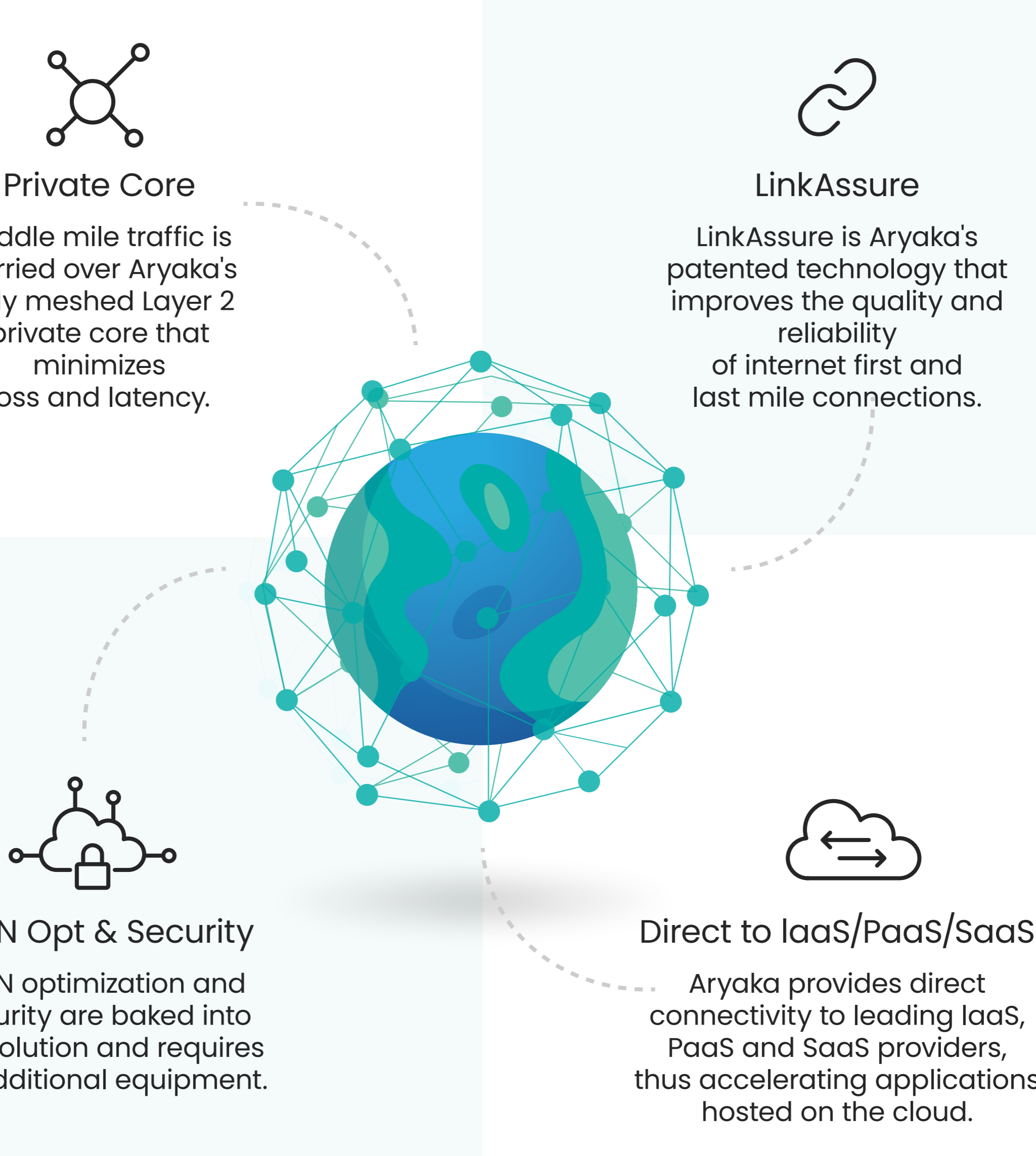
Furthermore, with a quarter of the world's population under lockdown, people are looking for ways to entertain themselves:

- 50% to 70%** Total internet hits have surged by between 50% and 70%, according to preliminary statistics.
- 72%** Average weekly Netflix usage has increased 72% since pandemic began.
- 80%** In March, hours watched for YouTube's TV-based services across the globe increased by 80% compared with the same period a year earlier.
- 75%** A recent online study conducted by Invoke, a real-time market research company, found that 75 percent of respondents are watching more streaming content than before the pandemic struck.

Source: <https://www.forbes.com/sites/markbeech/2020/03/25/covid-19-pushes-up-internet-use-70-streaming-more-than-2-first-figures-reveal/#5b2c86a394>  
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