



The Keys to Business Success



888.336.4249 | ritterbusiness.com

Introduction

Have you ever wondered why some businesses take off, while others never gain traction in the exact same market?

It's not a matter of luck, intelligence, capital or motivation – it all comes down to seizing new opportunities available to you. Technology has made business operations smoother and faster, but advances in these technologies are what give many businesses a competitive edge – helping them streamline their work, keep their data more secure and give their customers a better experience.

We all have different views of success. But we believe the following products play a role in making a business competitive. They provide an edge where there wasn't one – freeing up resources, money and time to focus on business development.



Fiber Internet

Internet connectivity is essential in today's world. It does everything from taking orders to performing research, and it gives businesses new ways to interact with customers. Fiber internet is changing the speed that businesses can do these tasks. Just as broadband replaced dial-up, fiber gives its users a competitive edge.

The right fiber internet provider will give your business increased employee productivity and continuous connectivity for mission-critical applications, along with seamless maintenance and security – all with no concerns about lost connections or downtime. If you're concerned about downtime, most providers will offer high-capacity, dedicated access solutions that offer premium performance and redundant routes that ensure a consistent and strong connection wherever you need it.

A fiber connection of just 100 Mbps can increase possibilities exponentially. With many providers offering speeds greater than 1 Gbps, the latency caused by multiple users and applications can be a thing of the past.

Looking for speeds up to 100 Gbps?

Call us today.

888.336.4249

Voice

For some businesses, a standard landline is all you need to place the occasional call. But as the number of clients, customers and employees begin to grow, more lines, phones and features become more than just a good idea. They became a necessity for a business to stay successful.

Voice options are almost as diverse as the business needs they're serving. That's why when it comes to voice services, finding the right provider is more important than finding the right phones. When done right, features, systems and hardware can be mixed, matched and customized in millions of ways to provide a solution that fits your specific needs.

The right provider will do more than run a few lines and sell you a handset; they can pair or enhance existing equipment to upgrade what you have, or work with your budget and needs to set your business up for success.



Site-to-Site Networking

Whether you're connecting with your customers, your partners or just between offices, reliable communications are more important than ever. Technology has connected businesses to the point that being across town is no different than being across the hall, allowing remote computers and servers to appear in your Local Area Network. Regardless of your need, a site-to-site or metro connection will do more than just transmit data, it will build trust with your clients and keep your data safe and secure. With the right networking solutions, you'll be connected across town and across the country with higher speeds, greater flexibility and more control than ever before.

Connection Solutions

Metro-Ethernet Service

Also known as a point-to-point (P2P) service, this service connects your business between two sites. High-Capacity Ethernet connections make sending data across the hall no different than sending it across town.

Active-Ethernet Service

With this service, you'll establish an Ethernet Virtual Connection (EVC) between your business locations, bringing your separate offices into one unified network. With Active-Ethernet, different offices or campuses don't have to be separate.

Long-Haul Transport Service

This vital service provides a connection between sites that are too far to be connected by standard metro services. Often these connections go from one metro area to another and are used for very high-bandwidth connections (10G to 100G) in carrier-to-carrier connections.



Cloud Technology

Servers represent one of the biggest tech expenses a business can undertake. Though servers can be invaluable, they usually end up becoming outdated long before they are paid off and need a team of experts for maintenance and support.

Bringing your business to the cloud allows you to access carrier-grade hardware and top-of-the-line security systems without having to buy expensive equipment.

What's this mean for you? Secure, easily, accessible and manageable data on a scalable, affordable, state-of-the-art system. What more could you ask for?

Cloud-Based Servers

When your computing is on the cloud, all you have to do is plug in and access your data. Virtual servers let you stay up to date with scalable, secure equipment at an affordable rate. You get the services; your provider runs the infrastructure.

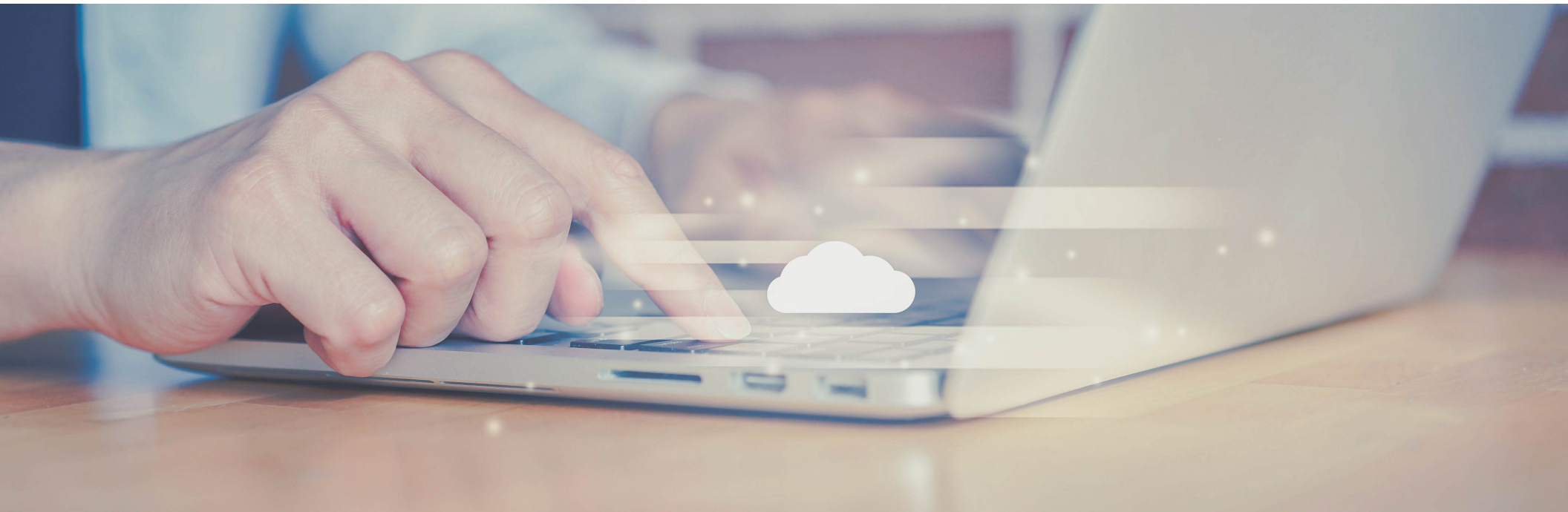
Cloud-Based Server Benefits

- ✓ Reduce or eliminate capital expenditures
- ✓ Dynamic scalability
- ✓ Minimized risk
- ✓ Network and geographic redundancy
- ✓ Easily manageable and secure

Cloud Technology (Cont'd)

Disaster Recovery Solutions

From malware to fires, the longer you're in business, the greater your chances of experiencing a disaster. Just a single minute of downtime can cost an organization thousands of dollars. Disaster recovery solutions allow you to quickly and easily restore business operations when needed, minimizing the negative effects of downtime. When disaster strikes, it's the fastest way to get back up to speed.



Choosing a Provider

Success in business comes down to taking advantage of technology to make your business better. But if those services are too expensive, unreliable, or the technology isn't right for your business, it can be a recipe for disaster. Choosing the right provider is just as important as choosing the right technology. As a customer, you don't just need a provider; you need a business partner that has your success in mind.

The Ritter Communications Difference

From fiber internet and voice solutions to servers and site-to-site networking, our team will work with you to create a solution that best fits your business needs.

Local telecom companies like Ritter Communications offer personal customer service that large telecom companies just can't match. As a local provider, we will send a representative to your location, customize solutions for your business by providing personal network audits, and deliver the tailor-made service your business needs.

Are you ready to put your business in the fast lane? To learn more about what Ritter Communications can do for your business, visit ritterbusiness.com or call us at 888.336.4249.



The Next Steps

Ritter Communications has built an industry-leading fiber network that delivers the connection, reliability, and speed your company needs to transform your business and improve your customer experience. Combined with our commitment to local, personal service and a passion to serve our customers and communities, you can meet today's challenges and create life-long relationships with your customers while fueling future growth.

Find out more about our fiber network with speeds up to 100 Gbps and our competitive and customized solutions to fit your needs at ritterbusiness.com.



Right by You[®]

Our “Right by You” pledge is a reflection of how we strive to operate in all areas of our business. We believe the best formula for continued growth and success is doing what is right for our customers, employees and the communities we serve.



HIGH-SPEED INTERNET



VOICE



CLOUD SOLUTIONS



NETWORKING



TV SERVICE



888.336.4249 | ritterbusiness.com