The Certainty℠ Flexible Design Model
A new approach to Enterprise WAN design
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As businesses become increasingly digital they also become more complex. So enterprises need their WAN to start working in intelligent new ways.

They need it to support diverse, new modes of working, while also connecting teams and business units around the world.

• If the products and services you’re delivering rely on software, you need a higher level of availability.

• If your operations rely on the delivery of real-time streams and batches of data, you need more flexibility.

• If you’re in a business with seasonal or sporadic spikes, you need elastic scalability.

• If you’re managing sensitive data, you need a higher level of security.

To meet these demands and more, enterprises need their WAN to be dynamic enough to deal with variable application demands and complex workloads.

Anything less and employees struggle to get things done, customers get frustrated and progress stops.

What enterprises definitely don’t need is a lack of options for network diversity slowing them down, right when they should be speeding up.

But sadly (and maddeningly), this is precisely what most business are getting.

Here’s why...
The deck is stacked against network diversity

Today’s ‘diverse’ enterprise WAN networks are actually anything but—they often share the same last mile of connectivity.

You know what that means, when the current norm is for enterprises to overbuy network capacity for the data their applications and people need?

It means your dual network investment is wasted: you’re paying twice for single threaded access.

There’s more (and it gets worse). The status quo of single threaded access actually introduces exposed failure points and unnecessary risk. This is the first and last mile that your data and voice traffic—your business, in other words—uses to get from your sites to the nearest network node, and back again.

This isn’t trivial and it’s definitely not okay. So how did we get to this point?

Well, when the largest network carriers are also the largest access providers, customers miss out on options for more access diversity and the chance to add more resiliency (let alone performance) into their networks.

The market is broken and this limited choice means reduced network availability, increased risk, and much less flexibility.

Or, to put it another way: it’s like driving the highways of digital transformation with the handbrake on.
Certainty℠—a new way of thinking about network access diversity

Time for something new, then. Meet the Certainty℠ Flexible Design Model.

It’s an approach to multi-layer network diversity, designed to provide maximum network availability and application performance, from a carrier actively building layers of access partnerships and innovation with alternative access technologies.

The model prioritizes network access diversity by maximizing options including Fiber, Microwave, Cable, Cellular and Satellite options, from ILEC, MSO, REIT, AAV and Wireless telecom providers.
Certainty℠ — a new way of thinking about network access diversity

The Certainty℠ Flexible Design Model is part of the Sprint high performance network, which features a backbone design philosophy that favors congestion avoidance over congestion management. With three east-west and five north-south paths in the continental US, it provides ultra-resiliency and availability. It also provides world-class internet traffic performance thanks to Tier 1 Internet Peering.

The result is three things that every digital business needs:

1. **More scope for transformation.** Certainty℠ provides enterprises with a new kind of network that can handle rapidly changing, unpredictable application demand, wherever it’s happening. With greater visibility, control and agility—together with full resiliency—you can build a transformation strategy around a network that adapts, flexes and grows as needs change, without compromising security or performance.

2. **More simplicity.** Modern networks are complex and change dynamically. But they shouldn’t be difficult to provision, manage or scale. Our consultative network design approach and thriving partnership ecosystem gives us the flexibility to align access design with customer needs. So you can manage applications across any network, to any destination, with optimized design and routing based on your unique requirements for business priority, best path, and destination network costs.

3. **And superior support.** App demands change over time, sometimes dramatically. Certainty℠ helps your business manage change, without the risks, by providing visibility and unmatched support to make sure your network is optimized with the future in mind. Our 100% Availability SLA gives you all the confidence you need in your network, while we provide complete transparency into the health of your network with our Compass management portal. Comprehensive global account coverage also means you have in-region support.
Why Sprint Business?

Network diversity is a symptom of wider changes that need to happen in the industry: service providers need to step up and become trusted advisors.

We’re the only carrier willing to adapt its own approach to help digital businesses build the networks they need to meet skyrocketing and increasingly variable application demands.

Our design flexibility, access independence and agnostic approach, cost-effectively aligns solution design with customer-specific requirements to offer more access options than any competitor.

Our high-performance network with its backbone design philosophy based on congestion avoidance, not management, ensures a high-performing network and enables Sprint to offer Class of Service at no extra charge. And our 100% availability SLA includes up to 100% credits for unexpected outages.

In a nutshell: we’ll transform your network into a strategic asset, so you can stay focused on wowing customers and users with services that are always on and always outstanding.
Let’s talk

When enterprise application demand is an everywhere, all-the-time challenge—at the edge of networks, at the core and everywhere in between—you need a network design model that offers more flexibility and value for money.

Let’s talk about minimizing risk, maximizing availability and performance, and simplifying deployments in your Enterprise WAN network.

Call 1-866-653-1056, visit our site, or keep reading to discover how businesses like yours have benefitted from our flexible network design model.