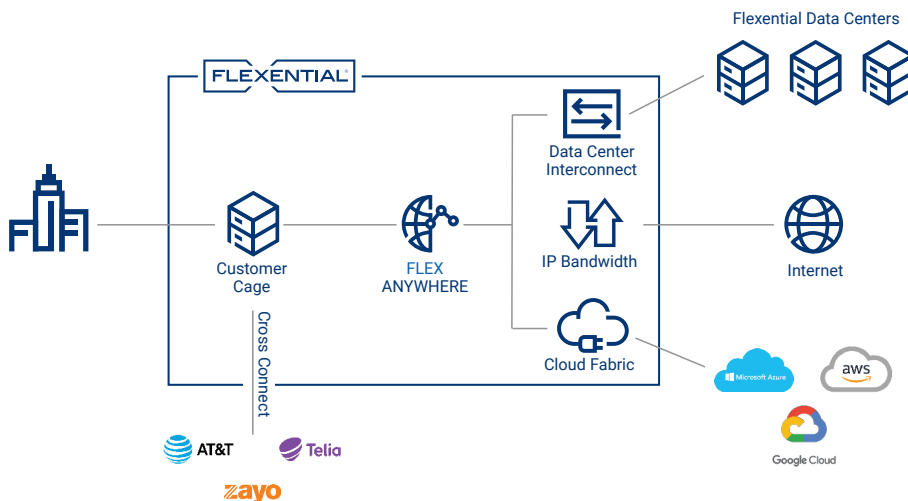# Flexential
Network Hub

Increase application performance and optimize network costs by localizing strategic hubs in regional markets.

Today, your network end users are a complex ecosystem of customers, employees, vendors and partners. This business-critical ecosystem is accessing multiple public clouds, SaaS solutions and on-premise applications who expect near real-time response to keep up with pace of business today. The state of most modern networks includes distributed users connecting to central data centers, which leads to increased latency and bandwidth cost with unpredictable performance and poor user experience.

In order to optimize your network for today's rigorous demands, localize traffic with network hubs which allows you to build out distributed security services. Connect hubs directly to public and private clouds, network hubs and the internet which will provide fast, consistent and reliable network performance ready to support future requirements.

The Network Hub brings connectivity closer to the users and to the FlexAnywhere™ Platform. FlexAnywhere is where the customer picks up:

- DCI – Data center-to-dater center connections
- IP Bandwidth – Internet connections
- Cloud Fabric – Connectivity to leading public cloud providers

Telco carriers and ecosystem partners are just a cross connect away from customer network hubs.

Apps require low latency. Real time applications frequently demand response times in the sub-100ms or even sub-10ms range. This dictates that the analytics assets be as local as possible to offset latency inherent in data transmission over distance.[1]

451 Edge Computing 2020

Leverage FlexAnywhere from Network Hubs

Today's IT leader is juggling more complexity than ever before. Security, latency, performance and cost combined with the reality of trying to support an explosion of cloud-based applications, next-generation technologies and disconnected systems of compute, storage and databases that do not communicate with one another or provide scalability are common business challenges.

In order to ensure optimal performance and long-term viability, savvy enterprises are shifting to a hybrid IT approach that matches workload and application requirements with the appropriate infrastructure solution. Further success is achieved by moving workloads closer to users to reduce latency and provide a consistent customer experience.

To optimize this hybrid approach, you need a partner with the physical infrastructure and connectivity options to seamlessly support today's requirements, the flexibility to accommodate future growth and the expertise to integrate, manage and protect your legacy applications on-premise, in colocated data centers or cloud-based environments.

Flexential's FlexAnywhere Platform delivers scalable, industry-leading interconnection options through the combination of Data Center Interconnection (DCI), IP Bandwidth and Cloud Fabric to create an ecosystem that delivers secure and reliable connectivity options.

IDC is projecting increased growth of interconnection demand as enterprises migrate additional applications to the cloud and the demand for low-latency edge networking proliferates. [2]

Flexential Network Hub Benefits

- Deploys networking gear closer to the user base, allowing decisions to be made in proximity to where traffic is generated. Reduced bandwidth, due to properly allocated network resources, provides business critical applications with private, dedicated connectivity that avoids congested Internet traffic.
- Provides a hub that connects company resources and public clouds, creating virtual adjacency so resources are located next to each other. This reduces delays, bottlenecks and latency.
- Predictable, dedicated connections to company resources are faster and more secure than public internet.

Learn more about Flexential Network Hub infrastructure strategies and a related limited time promotion by visiting flexential.com.

Sources:
(1) 451 Research; Edge Computing 2020 - Defining the Edge, Money Flows, Use Cases and Emerging Ecosystem
(2) https://www.idc.com/getdoc.jsp?containerId=US45284220