

## **The America's Cup: There's No Second Place**

*Ghost written for Level 3 CMO Anthony Christie*

The essence of the America's Cup? Surely it's design, teamwork, imagination and guts. But first and foremost, it's speed. The finest sailors in the world use every advantage they can to go as fast as possible, be as agile as possible and cope with conditions that change each day, even hourly. It's their business.

It's your business, too. I'm not saying that you are pushing a 45-foot, wing-sail catamaran to its limits, but you are looking to accelerate business processes, execute as a team with more precision and pivot strategies in response to changing business conditions. An on-net connection — a direct, fiber-optic link between your facilities and Level 3's global network — can help you reach all those goals. On-net circuits can be used to construct highly secure private networks, as well as high-quality connections to the Internet and other carrier networks. The advantages of being on-net include:

- Higher network speeds
- Better security and reliability
- Increased network adaptability
- Streamlined operations
- Global reach

It's sort of like the difference between navigating with a sextant or GPS unit; both work, but the GPS is faster, easier to use and more accurate. If you wanted to make the fastest run across San Francisco Bay, you'd opt for the GPS. Why not give your enterprise the same operational advantages and potential for cost savings? History says that when it comes to the America's Cup, "there is no second." Competition is fierce, sacrifice is great and speed is everything. I wish good luck to both of the teams!

We've recently developed a whitepaper discussing the advantages of establishing on-net connectivity. I offer it to you free, [here](#).