

How to choose the right business internet for your small business



A reliable internet connection is the backbone of any successful small business. From managing day-to-day operations to connecting with customers, good internet service can be a game-changer. Here are five considerations when selecting an internet service provider (ISP) to fuel your business's growth.

1. Business vs. residential internet

Why your company needs a Business Internet plan:

Business internet can prioritize reliable speed, while residential internet may prioritize flexible costs.¹ Although some providers now offer flexible pricing options for businesses.

What does this mean for your company? Business internet may offer the fast download and upload speeds your business needs. This could mean less lag time, more consistent bandwidth and enhanced business productivity.

Pro tip: Some business plans may offer security controls to help defend against cyberattacks.



2. Speed requirements

Why speed matters: Fast internet speeds can help foster smooth operations, and the ability to handle multiple tasks simultaneously. 5G business internet works efficiently with fast download speeds.²

What speed do you need? Assess your business activities. Do you frequently download large files, host video calls or run multiple cloud-based apps? If so, higher speeds – up to 1GB or more – may be essential.

Pro tip: Look out for data caps that limit the amount of data you can use each month. Exceeding these limits can result in additional charges or reduced speeds.



3. Network reliability

Why reliability matters: Downtime equals lost money. An unreliable connection can lead to business disruptions and lost revenue.

Understanding average yearly downtime: Ask the ISPs in your area about their average annual downtime. An ISP with a 99%+ rating means it has at least 361.35 days of uptime per year. Consider asking for a service level agreement (SLA) that guarantees a certain level of uptime and support.

Pro tip: Consider a secondary internet connection for critical operations to ensure continuity during outages.



4. Scalability

Why scalability matters: Your internet needs will evolve as your business grows. More employees may mean more devices and more file transfers. Choose a provider that offers scalable solutions.

How easy is it to upgrade? Ensure that upgrading your service is straightforward and cost-effective.

Pro tip: Opt for services that can adapt to emerging technologies and increased demands.



5. Costs

Why cost matters: Cost is a crucial consideration in any business decision, but the cheapest option isn't always the best. You may want to consider balancing cost against value.³

What to watch out for: Read the fine print. Be aware of installation costs, equipment rental fees and early termination fees.

Pro tip: Shop around. Don't hesitate to negotiate with providers for better deals based on your business needs.



Selecting the right internet service provider can play a critical role in small business operations. It's not just about getting online.

Verizon offers several business internet options. Check availability to see which business internet service may be available in your area.

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The author of this content is a paid contributor for Verizon.

¹ Verizon, Better Business Internet Speed: Understanding business internet requirements. December 2021

² Verizon, 5g Business Internet

³ Verizon, Business Internet Cost: Don't cut corners on network costs. October 2021