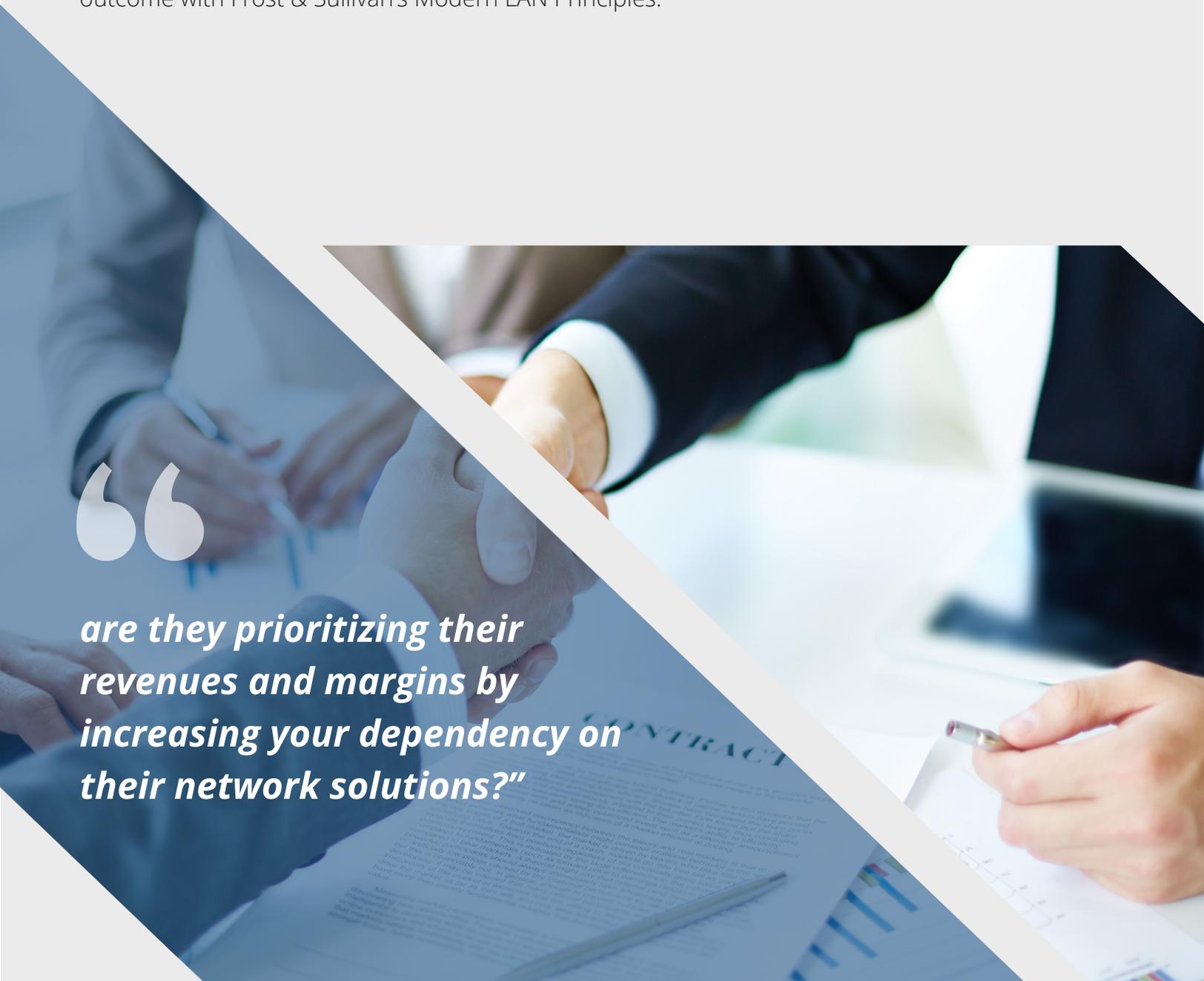


A hand holding a white chess king piece over a chessboard with other pieces. The background is a blurred image of a chess game in progress, with a hand holding a white king piece. The image is overlaid with a white geometric pattern of overlapping diamonds. The text is positioned on the left side of the image, partially overlapping the white geometric pattern.

Are Your
Technology
Providers Keeping
You in The Dark?

Do your technology providers have your best interest in mind? Or are they prioritizing their revenues and margins by increasing your dependency on their network solutions? It's time to ask the tough questions to ensure your technology providers are effectively preparing you for the future.

Due to new Power over Ethernet (PoE) switch technology and innovations in network design, industry experts and technology providers are proposing a new and innovative approach to IP modernization. The Modern LAN is an enhancement on traditional network design and has already proved advantageous for thousands of organizations. However, some technology providers have been averse to change and would rather propose outdated network design philosophies to their customers, sometimes simply for their own benefit. Here are six reasons why some technology providers may be keeping you in the dark, as opposed to improving your IP modernization outcome with Frost & Sullivan's Modern LAN Principles.



are they prioritizing their revenues and margins by increasing your dependency on their network solutions?"



Financial Savings for You Means **A Loss in Revenue for Them**

Over the past decade, organizations around the world have saved millions of dollars on infrastructure costs by leveraging Modern LAN Principles and PoE innovations from NVT Phybridge. However, many technology providers have a thriving cabling and infrastructure business and recommend that you rip-and-replace your proven infrastructure so they can increase their revenues at your expense.

We know organizations have a defined budget available for a given project. By leveraging Modern LAN Principles and new PoE innovations, we can help reduce infrastructure costs and free up more budget for applications and better application adoption; thus enhancing your return on investment.

A Complex Network Results in Greater Dependency – **Higher Costs for You, More Support Revenue for Them**

Networks are becoming more complex and costly to manage as organizations continue to adopt IP and the Internet of Things (IoT). Some providers see this as an opportunity to profit at your expense; charging you more for the support of your network.

By applying Modern LAN Principles, organizations are simplifying network requirements and ongoing support costs. We can help you establish an IoT compliant network to ensure smart and secure connections to each and every endpoint; creating a robust and simple-to-manage network platform at a much lower total cost of ownership for you.

Deep-Rooted Industry Bias Wants You to Believe That Older Technology and Methodologies Are the Right Way

Disruptive innovations are often received with resistance. Well-established companies will defend their position and discredit new innovations to create doubt in the minds of customers and partners. These companies have legacy solutions, business processes and revenue streams to protect which sometimes results in a conflict of interest with customers.

The disruption of innovation means a reduction in revenues and margins. Therefore, many disruptive innovations are introduced by new and agile companies, not large and well-established organizations. As a technology innovator, our mission is to introduce solutions that are best for our customers. Our only objective is to create solutions that support your success.

Advice from **Einstein**

"We cannot solve problems by using the same kind of thinking we used when we created them"

"The only thing that interferes with my learning is my education."



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 NVT PHYBRIDGE



A Competitive Advantage for Them Means **Higher Costs and More Frustration for You**

Some providers use Power over Ethernet (PoE) requirements as a competitive advantage. This dependency on the network, combined with potential complexities as organizations move to IP, give the existing network provider an advantage to win both the networking and new IP business, regardless of cost to the customer.

By leveraging Modern LAN Principles and PoE innovations, this competitive advantage is neutralized. End-users can simplify network requirements, save money and choose the right provider based on their ability to support the IP application.

More Maintenance Revenues for Them Even at The **Cost of You Being Less Competitive in The Market**

IP solutions help organizations become more efficient and competitive. However, some providers would rather charge you high maintenance fees for your existing outdated solutions.

As your technology partner, your success is our only priority and we will only recommend the best solution for your unique needs. Let us help you apply Modern LAN Principles and remove the handcuffs that keep you a prisoner of outdated technologies.

Deep Rooted Paradigms and **Resistance to Change**

Einstein once said, “the only thing that interferes with my learning is my education.” For over 15 years, the only endpoint being connected back to the switch was a data terminal. The focus for many years was getting more bandwidth to this endpoint; and industry best practices were established based on supporting these data terminals. Today, as more IP and IoT endpoints continue to be deployed in this environment, the network has become incredibly complex, costly and vulnerable to security breaches.

Modern LAN Principles and PoE innovations by NVT Phybridge challenge conventional thinking; bringing a fresh, proven and simple approach to LAN design to support IP and the Internet of Things. Change the conversation with your technology providers to ensure your organization is taking advantage of today's most innovative technologies and network design principles that compliment traditional LAN design to support IP and the Internet of Things.



In Conclusion, **Knowledge is Power**

Einstein also believed that “we cannot solve problems by using the same kind of thinking we used when we created them”. Modern LAN Principles by Frost & Sullivan are proven to help organizations just like yours design robust and secure networks for IP and the Internet of Things; helping you maximize your return on investment, eliminate risk, costs and disruption while simplifying network requirements today, and into the future.

Don't just take our word for it. Watch Frost & Sullivan's Modern LAN introduction video and read about Modern LAN design for yourself at www.themodernlan.org

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