



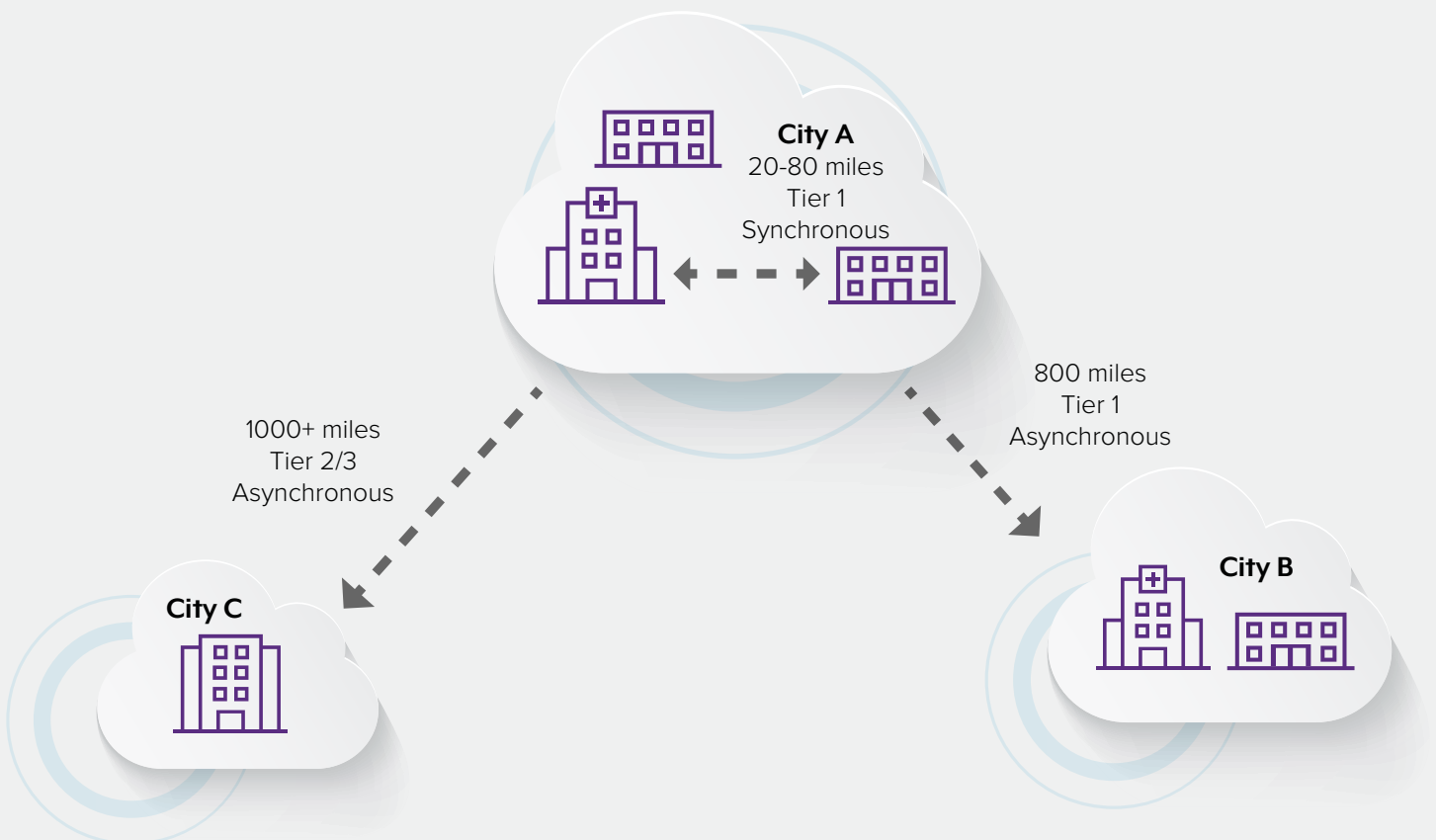
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Embracing Ethernet

Key Drivers Behind Healthcare's Rapid Adoption Rates

The healthcare sector generates exabytes of data per year due to the increase in distributed care settings, proliferation of connected medical devices, and ongoing HealthTech innovation.

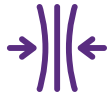
- Healthcare outputs nearly 30% of the world's total data volume.¹
- Up to 90% of hospital data is generated by medical images.²
- Video, robotic, next-gen EHRs, Augmented Reality, and Virtual Reality are heavily impacting bandwidth requirements.
- Public cloud adoption rates in healthcare continue to rise.
- HIPAA and security compliance is fueling the need for data encryption, resilience, firewall, and cloud-based remote access capabilities.
- The Healthcare Connect Fund (HCF) can reduce connectivity expenses by 65% for rural remote clinics.³



Immediate Needs for the Healthcare Network



Better Security & Compliance



Increased Resiliency



Greater Agility & Scalability



Enhanced Interoperability

Why Ethernet?

Greater Control

- Critical apps can be controlled and managed internally
- IP addressing and routing controlled by the customer

Scaling Capabilities

- On-demand bandwidth
- Higher throughput
- Reduced latency
- From 100 Mbps to 100GigE customer

Lower Costs

- More coverage across metro and regional footprint
- More effective cost compared to other options

Strengthened Security

- Device and cloud-based FW/vFW and SSE
- Layer 2

¹RBC Capital Markets

²IBM

³Healthcare Connect Fund Program