



Contrasting connectivity

The key to seamless internet access across Latin America

GNX

Country Guide | 2025

Contents

01	Introduction	P.3
02	Internet in LATAM	P.4
03	Regional challenges	P.5
	Regulatory barriers low, but buildout times high	P.5
	Wires messing up the view and vulnerable infrastructure ...	P.6
	Low choices for regional diversity	P.7
	Local providers are <i>*very*</i> local	P.7
	There's always a better price ... maybe	P.8
04	The solution	P.9



“Latin America” is commonly interchanged with “South America”, but the two aren’t the same. LATAM refers to the entire Spanish- and Portuguese-speaking region – taking in Mexico, firmly on the North American continent, and the smaller nations of Central America and the Caribbean as well as the Southern landmass.

In its broadest sense, the area covers 33 distinct nations, many with their own dialects and cultural traits: a melting-pot of cultures, societies, and history. Its population is larger than most think: over 650m, with a total GDP of around US\$6.2tn¹. And while it remains a middle-income part of the world – with average incomes just over US\$10,000² – the mean hides large variations, with Puerto Rico’s US citizens hitting US\$37,000/yr while Haitians struggle on under US\$1,700.

As elsewhere in the world, availability of business connectivity correlates with this variation. LATAM has seen less investment in broadband infrastructure than other regions; rollouts are also costly, thanks to the landscape itself. Bolivia’s capital stands 4000m above sea level; 60% of Brazil is covered by forest; the Andean nations contend with mountainous terrain and remote communities; and more. High inflation remains a problem for many economies, delaying spending decisions. Public institutions are often weak, affecting business confidence. And while the 30,000km-long Pan American

Highway connects many nations, paved roads – often the basis for fiber laid alongside – are a rarity in many places.

But even with these problems, the region’s resource-rich areas, fascinating cultures, and deep sense of family and community are also a source of opportunities. This includes Brazil, the region’s standout outlier. A vast country and one of the very few non-Spanish-speakers, plus other peculiarities which we’ll cover as we go.

Let’s explore this incredible part of our planet: Latin American business connectivity.

Internet in LATAM:

Infrastructure challenges but cultural riches

Of the main business internet technologies in use worldwide – wired lines, mobile 4G/5G/LTE, point-to-point networks, and satellite – usage across LATAM differs from country to country.

Point-to-Point is available, and might make a good choice for some rural sites, but in actuality, it's rare except in Mexico. LEO constellations cover the whole land area except the extreme south, but penetration is still low regionwide. Older technologies like ADSL remain in use, with speeds reaching 1Mb/s+ over existing copper wire: better than nothing. And where fiber isn't in the ground, cellular often fills the gap between last mile and last meter.

Cellphones are everywhere, even among low-income consumers. But prices are high, averaging around twice US contract costs. And even if businesses see cellular service as an

option for rural and remote areas, bandwidth over mobile alone doesn't answer corporate needs, topping out far below 500Mb/s without SLAs; full 5G isn't available in much of the region today.

Fiber rollouts, however, are encouraging. In Brazil, telcos Telefónica, Claro, and TIM are investing heavily, with the government's "Internet for All" program aiming to provide broadband countrywide this decade and a multitude of small local ISPs ready to help. Argentina and Chile are both leaders in fiber-optic rollout relative to their populations, with Buenos Aires promoting "Plan Federal de Internet" and Santiago its "Fibra Óptica Nacional" connecting

underserved regions; Peru and Colombia also have rural connectivity in their sights, with Lima's "Conecta Selva" and Bogota's "Plan TIC." Mexico differs here, with fewer local ISPs – but several big names offer countrywide coverage, with reasonable competition among them.

The good news: where fiber is available, capacity is rarely a problem. In recent years, small local fiber owners have started to offer services in South America, and they're often a useful factor in a cost-effective business solution. In Central America and the Caribbean, most internet access is through a mobile provider or an independent ISP, with bandwidth mostly low – as is common in island archipelagos.

As always, organizations moving into LATAM should never make the mistake of thinking it's a single region. While national players are important, few national telcos cover the continent beyond. With that, let's look at the region's biggest connectivity challenges – where they're shared, and where they're not.

Regional challenges in LATAM:

Finding success on a complex map

All global regions have their own challenges – but in Latin America they may not be the ones you expect. Human resources can be tight, but there's great enthusiasm to get things done; warmth and friendship are valued as much in professional relationships as personal; there's usually more than one way to solve a problem. Let's list the biggest issues we see repeatedly at GNX.

Challenge #1:

Regulatory barriers low, but buildout times high

One surprise in much of LATAM is that regulations aren't as onerous as in some other regions, including Europe. Where fiber permits in Germany and France can take months, the process in Mexico, Brazil, Argentina, and Chile can be satisfyingly smooth – that is, as long as you speak the local language.

What does factor, though, is actual buildout – and it tends to make total deployment times slow. Infrastructure is limited in underserved areas, and with a shortage of trained technicians across the region, lead times “waiting for your slot” can be long. Not all ISPs will advise you accurately here; Latin America has a different view on scheduling.

Project plans are often fluid with a high expectation of change, with even major telcos seeing a schedule more as a general guide than a hard deadline.

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We've found best practice here is to get written confirmations of everything, and develop a clear shared understanding of what will happen when and who's responsible. Once deployed, continue investing time and resources in both the “hard” and “soft” side of the partnership, with defined escalation matrixes and communication procedures to deal with issues. In Latin America, good relationships are a huge bonus.



Challenge #2:

Wires in the sky and vulnerable infrastructure

Anyone who's been to a large Southeast Asian or East African city has seen the bundles of cabling wrapped thickly around buildings and street furniture, apparently haphazard but with real purpose. In LATAM's biggest markets, this applies also to broadband infrastructure, including delicate fiber-optic cables overhead.

And the practice isn't limited to cities. Faced with high costs and difficult terrain, it's common for fiber to be strung along the roadside rather than buried – which makes it prone to weather and road crashes. (In fact, vehicle impacts are a major cause of outages in Brazil.)

In addition, much of the region's surface is soft alluvial ground subject to seismic activity, with the Andean region especially prone to earthquakes. Central America's fertile forests may be beautiful, but moisture and fiber don't mix, and building work in places like Costa Rica is largely prohibited anyway. Most of the Caribbean sits barely above the water table.

All this means maintaining wired infrastructure is an ongoing task – with scarce resources for repairs in any case.

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Challenge #3:

Low choices for regional diversity

Network diversity is a problem everywhere – but in LATAM it's about more than finding alternative suppliers. Many remote and rural locations will have just one fiber provider, meaning even contracts with several ISPs for fiber won't give you safe and secure diversity.

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It's also common across South America for multiple providers' fiber to share the same physical conduit, meaning a cable cut on one is a cable cut affecting all. And in crowded environments, where infrastructure has to share space with other public utilities, there are a lot of such incidents.

There are also few choices for a one-stop-shop. Just three providers offer diversity regionwide, and there's a lot of M&A activity in the space, reducing the number of players to work with. This makes working with smaller suppliers and local fiber owners practically essential.

Challenge #4:

Local providers are **very** local

Some good news: the region has many smaller ISPs and MSPs ready to provide your connectivity ... but the limits of service can be constraining. If your operations span multiple locations, expect to work with a long list of partners, city by city and town by town. And Brazil takes this to the next level, with a surprising number of local ISPs as you travel from region to region.

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This doesn't mean they're tiny companies; some cover thousands of buildings. But their basic principle is: we work in this area, and nowhere else (and some of these countries are LARGE). For business-class connectivity that means a multi-site organization will have to stitch together a solution from many different providers. And finding the right one, at the right price, can take time and resources.

Challenge #5:

There's always a better price ... maybe

And then there's pricing strategy. How do you know when you're paying too much for the service you get? Short answer: you need to understand local culture.

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Across LATAM, in both Spanish-speaking and Portuguese-speaking areas, bargaining is a sport. Their "last and final offer" may actually be an invitation to bid lower. It's always acceptable to ask for a discount, and the amount can be surprisingly high.

One note on Brazil

Brazil, next to being the 5th largest country in the world and the only one in Latin America speaking Portuguese, shares similar challenges to its neighboring countries, but has a few particularities worth mentioning, especially if you are planning to expand there.

First is tax.

The tax picture in Brazil is extremely complex, with a stack of national, local, and municipal levies that change regularly. It's almost certain you'll need a local entity to act as your billing base too, carrying further expense.

The other difference is in local provision. As above, LATAM as a whole has many smaller ISPs and infrastructure owners – but Brazil is at the next level, with thousands of them and many choices in each town and city.

These are the issues. Let's look next at how GNX solves them.

The GNX solution for connectivity in LATAM

Dozens of independent nations, each with its own history and way of doing things. It's a situation GNX sees all over the world. The answer is to see the opportunities within the challenges. Even in the hardest-to-reach places on Earth, the choices you make still matter to your bottom line.

With our automated platform, GNX+, GNX is ready to help you find the optimum mix of services and solutions from Tijuana to Tierra del Fuego. Not with "preferred partners", but with a carrier-neutral approach, using the ones that work best for you.

Creative thinking that solves your problems

In vast landscapes are vast potential. Latin America is a mix of national providers, hyper-local ISPs, and smaller fiber owners and MSPs. But with few standards for pricing and wide differentials in SLAs, it's worth thinking creatively about how your connectivity will work best.

Perhaps a fixed wireless solution could leapfrog a long lead time your company can't afford. Or a LEO-based network can help you connect those hard-to-reach yet critical sites of yours. Whichever the tech, we've got it. Let us show you.

Regional relationships that smooth your rollouts

With a total of 33 countries to cover, connectivity across borders can mean a lot of paperwork and local legislation. But what if you could replace those decisions with a single contract that covers the entire region – and the world beyond it, too?



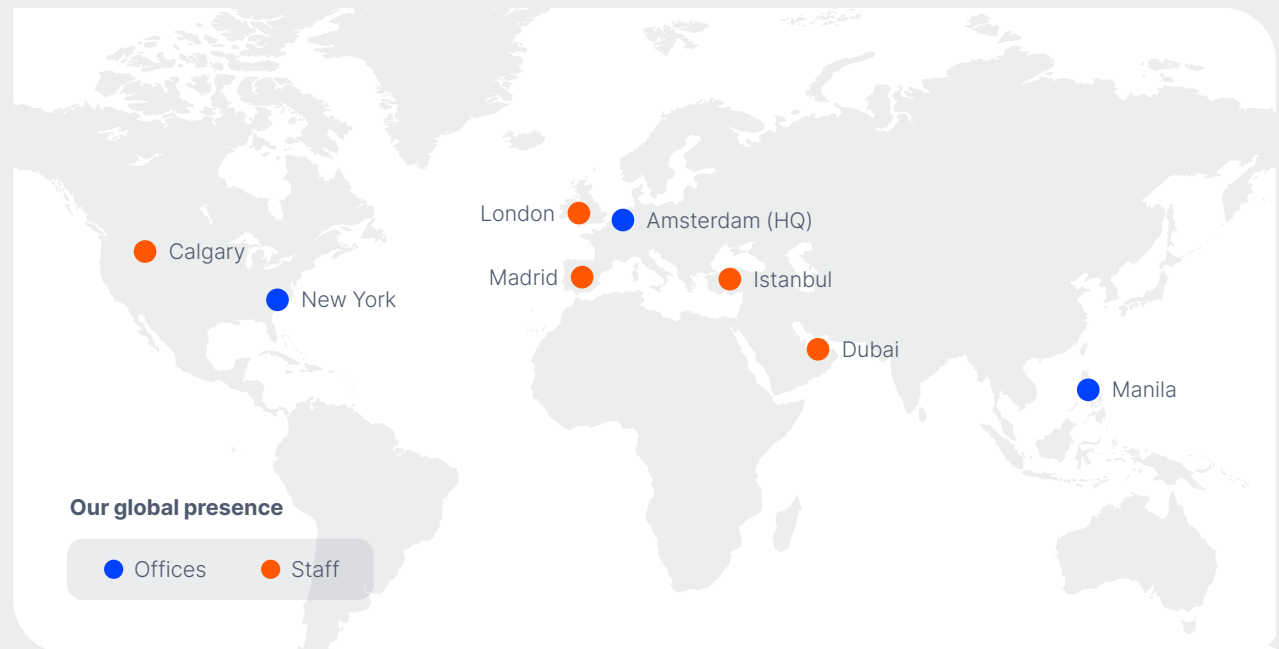
That's what GNX brings to the party, thanks to working relationships with over thousands of Internet Service Providers and experts worldwide.

By working with GNX, you'll save on procurement costs and the burden of dealing with multiple contracts, invoices, tax models, and support contacts. What's more - you won't need to learn Spanish.

And we're 100% carrier-neutral and solution-agnostic: we don't play favorites or push one technology over another. It's about giving you a single platform that gives you global connectivity under one agreement.

Local knowledge that unlocks hidden advantages

The ideal solution isn't always obvious. That's why GNX takes advantage of local ISPs and expertise in each location; one size does not fit all.



Plus, our GNX+ platform lets you build a solution in minutes, district by district, city by city, and across state and provincial borders. It uses what works best for each situation, with each piece shaped to fit.

Imagine local knowledge that can find 60% savings on a "fixed" price. Services that can connect long sections of infrastructure on short timescales. And SLAs that give above-average performance on shared infrastructure.

All available when you see both the Big Picture and the detail within it, ready to be optimized at every node.

This is GNX and we'd like to work with you across Mexico, Central America, the Caribbean, Brazil, and South America ... or anywhere else you want to be. Contact us today.

The connected way



Global internet access

Our core offer is internet connectivity. Working with thousands of ISPs, MSPs, and telcos worldwide – wired and wireless – GNX brings you business broadband, Dedicated Internet Access, and mobile internet in 190+ countries, all under a single contract. Turning complexity into simplicity.



Point-to-point

Wherever you go, network coverage has gaps – and Point-to-Point is how you join them up. From private ethernet in the ground to microwave connections in the air, a dedicated link between two sites often offers great bandwidth and the best possible SLA at a competitive cost. That's why we do it at GNX.



Cloud fabric

It's not just how you connect; it's what you connect. Services like SD-WAN and cloud applications keep your business data secure and smooth – completing your connectivity landscape. Private to public to hybrid, GNX can help put the Big Picture together.



How GNX+ brings it together

The cherry on top is GNX+, our automated and carrier-neutral platform that lets you compare different connectivity services from thousands of providers. Much like browsing different travel deals when planning a trip, we'll show you all the options and information available – technologies, speeds, prices, and more.

And at all times, GNX+ gives you a clear view of your entire network setup, with management, monitoring, and support functions at your fingertips, making the complex world of connectivity as it should be: straightforward and simple.

Get in touch

Based in Amsterdam, GNX is a carrier-neutral, solution-agnostic connectivity provider with established relationships with over 1,500 ISPs worldwide. We offer creative solutions to business broadband in all the world's regions, making use of both global perspective and local expertise. Make this the year you join our growing roster of over 200 enterprise customers.

Learn more about us at gnx.net or contact us at contact@gnx.net

GNX. Straightforward Connectivity.

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The GNX logo is rendered in a bold, yellow, sans-serif font. The letters are thick and blocky, with a slight shadow effect. The 'G' and 'N' are particularly prominent. The logo is positioned in the bottom right corner of the page.