

Stay ahead in a connected world

Your decision-making guide for the design and sourcing of global connectivity

GNX

White paper | 2026

Introduction

Enterprise networks used to be...simpler. Relying on one single provider for your global MPLS was very common, in contrast with today's dynamic ecosystem involving a variety of WAN technologies and a multitude of vendors.

But why the change? To start, today's workforce is way more diverse: office-based, remote, hybrid. Then, you've got your business applications, most of which have moved from on-premise to the cloud or back again to on-premises. AI has entered the workplace, shifting traffic patterns and impacting capacity planning. And with security measures like SASE and zero-trust frameworks becoming crucial, it's clear that designing a global WAN isn't as simple as it used to be.

For global organizations, the list goes on. Local regulations, where your applications are hosted, the nature of your data, choosing the right provider, etc. All these layers and players need to be considered when designing your WAN architecture and sourcing the services that best match your organization's needs.

This white paper breaks down the key considerations and challenges when designing and implementing your global WAN. Our aim is to give Network Managers and Procurement teams the insights needed to overcome these complexities and stay ahead in today's connected world. So, let's get to it.

Contents

01	Introduction	P.2
02	Taking the data-driven route	P.4
02	Solution design toolkit	P.7
03	Ways of sourcing connectivity	P.10
04	The ultimate solution	P.13



Taking the data-driven route

The saying goes, 'Knowledge is Power'—and we agree. Whether you are connecting clouds, large sites, or small branches, designing a modern WAN requires research and a number of data points to ensure it meets your needs. Having better insight into the connectivity landscape and a fully transparent, easy-to-compare overview could offer businesses a major advantage.

Key benefits:

- **Informed decision-making:** Matching business requirements with data-driven insights from market data, vendor information, or even previous customers' experiences enables organizations to adapt, capitalize on opportunities, and thrive.
- **Guaranteed performance:** CIOs and WAN Managers could ensure a more reliable network when knowing the vendors' proven

track record of network performance and having insight into who owns the last mile.

- **Operational efficiency:** Connectivity is a lifeline for businesses. Full visibility along the process—from provisioning to daily operations—combined with rapid troubleshooting will help you meet timelines, minimize downtime, and maximize productivity.

There's a caveat, though. The world of global connectivity can be very opaque. Every day, enterprises are challenged with a multitude of vendors, different terminologies, and new and changing technologies that add complexity to the decision-making process.

Common challenges:

- **Connectivity solution selection:** The evolving nature of connectivity, coupled with varying site requirements, complicates the process of finding the best solution for your business. Further, as organizations rely more on the cloud and are entering a new era dominated by AI, establishing robust and flexible connectivity becomes a critical challenge. Even more so for globally distributed environments.
- **Vendor landscape dilemma:** With a large number of vendors offering a wide variety of connectivity solutions (each with their own terminology, SLAs, and ways of working), organizations face the task of navigating through a maze of options.

Choosing the right vendor(s) demands careful consideration, taking a toll on your procurement resources.

- Balancing global reach vs local expertise
- Choosing between telco providers vs managed service providers
- Evaluating technologies, reliability, diversity scalability, and cost-effectiveness
- Comparing non-standard SLAs or terminology
- Understanding their ability to navigate through local requirements and regulations

Do you need dedicated access, or will business broadband be good enough? Will the same apply to your sites in California and Dubai? Is this the most efficient path between your clouds? And are these rates fair at all?



Understanding these challenges is a first, but important, step when gathering information to navigate the complexity of sourcing global connectivity.

In the next pages, we'll define some of the key criteria to include in your decision-making process. Then, we'll go through the type of vendors you can source from, looking at their strengths and gaps for you to make your own choice.

Next up →

Your branch in California and your data center in Dubai don't need the same connection.

Some sites run fine on business broadband. Others need dedicated access, private links or several diverse connections. **So which questions tell you what each site really needs?**

A decorative graphic on the right side of the slide consisting of several thick, wavy, horizontal lines in shades of blue and white, creating a stylized, flowing shape.

Your essential guide for making informed connectivity decisions

As you design your new, future-proof WAN architecture, you will hear about the many solutions existing under the sun. DIA. Broadband. Ethernet. Wireless. Satellites. And the list keeps going. All with their own features and benefits. All with their own limitations.

Having worked with hundreds of global enterprises, we've identified the following key considerations and questions to help inform your decision-making process.

What type of connectivity are you currently looking for?

Most SASE/SD-WAN networks work best with an internet-based underlay for the solutions to operate. Other more critical sites may require private connectivity solutions, like point-to-points, to fulfill the business's requirements.

What are you connecting?

Are you looking to connect to an office? If so, what size is the office in terms of users, and how much bandwidth do these users need to fulfill their tasks? Are they sending text emails or massive files? Are you connecting a factory or a data center? Are your bandwidth demands seasonal? Is latency critical? Different types of sites require different types of connectivity.

What is available at the address of the site?

Identifying potential connectivity providers already present in the building can be very beneficial in the search for an optimal solution when quick delivery is a top priority. If it's a new site or a remote area, how much are you willing to wait? Laying cables may take time, while some wireless options could be delivered on day one.

How much bandwidth (up and down) is needed on the site?

This depends heavily on the type of site combined with the applications or users using the connection. Would you need this bandwidth to be symmetrical, or are slower download speeds also acceptable – and for how long? Know that AI traffic is shifting the balance between downloading and uploading data.

Is high availability needed on the site, and if so, at what level?

Don't forget to check your diversity requirements. Is the site critical, with no room for downtime? Normally, 2, but preferably 3 or 4 connections are needed to ensure the highest amount of uptime. Verifying the vendor's ability to provide a diverse service is an absolute key criterion to investigate before deploying a solution.

Do you require guarantees?

Most vendors will provide a form of SLA on their connectivity solutions. But how trustworthy are they in keeping their promise? Getting compensated after an SLA breach is nice, but you will much prefer a connection that has the highest uptime over any financial compensation.

Take this toolkit for making a more informed and educated decision when preparing for your WAN design. Also, when selecting your vendors. Which is what we'll cover next.



Next up →

An SLA payout doesn't beat a connection that stays up.

SLA compensation is nice. A connection with the highest uptime is better. **So when you compare vendors, what should you look at?**

They come in all shapes and sizes

After properly assessing requirements, the next step is to find a partner who can provide the connectivity solution and service wrap you really need.

From global players and well-known brands to the smallest shops, each network provider has its pros and cons. Let's get right into it.



Global carriers

Global carriers, like AT&T or BT, have built a name for themselves in the networking and technology space. They offer a wide portfolio of connectivity solutions, making them seem like the obvious choice for your global WAN strategy.

Or not. Do not underestimate cultural fit. Often, large global companies will not fully focus on medium-sized or smaller organizations. Or smaller projects. Further, they will want to sell mostly connections that can be delivered on their own network (on-net access), resulting in sub-optimal connectivity in areas where the carrier is not strong.

Other things to consider when dealing with a global carrier are a high cost and a low-touch support team.

👁 Check for: cultural fit, on-net and off-net coverage vs your site locations.



Managed services providers (MSPs):

You're likely implementing or renewing your SD-WAN or SASE solution with a Managed Service Provider (MSP).

Some MSPs will offer connectivity as part of their offering. These MSPs tend to be carrier-neutral, as they do not own network infrastructure, but (underlay) connectivity is not their strongest area, especially on a global scale where they have no presence or local knowledge. Also, when looking for MSPs, you have to watch for "preferred" partnerships that may lead to vendor/technology lock-ins for both underlay and overlay network solutions.

👁 Check for: vendor coverage that matches your underlay needs, avoid vendor lock-in.



Local ISPs

Working with local ISPs can be very agile and quick. They are also experts in their region/country and can navigate permissions, regulations, and local bureaucracy.

The downside is that you will need to go through the same process of getting to know their offering, assessing their quality, and onboarding them into your financial systems. Depending on your geographic spread, this could mean setting up relationships with dozens (if not more) of local ISPs, each with a different number to call for support and a different invoice every month. Also, consider the cultural differences (and languages) that you'll need to deal with.

👁 Check for: procurement resources and planning for sourcing and comparing between local ISPs. It may be very time-consuming when several countries are involved.



ISP aggregators

Internet aggregators provide a neutral model that offers a range of solutions for connectivity challenges under one contract, one invoice, and a standardized support process (one support contact).

However, not all aggregators are built the same. Some of them can have a stronger coverage in certain regions, or have limited expertise in others. If your scope is global, consider a true global aggregator for optimal results.

One more thing. Do check whether your aggregator really takes care of your full service or if they are just functioning as a marketplace. In the latter case, you will still have to deal with all aspects surrounding provisioning and support and will not have centralized invoicing.



👁 Check for: a transparent and neutral model that should put your requirements first. Also, make sure they have global knowledge to cater to all your sites' needs and the full lifecycle of your connectivity.

With your toolkit in hand and an understanding of the different sourcing strategies, you are almost ready to onboard your global WAN journey. To help you simplify this process, there's one thing we'd like to cover.

Next up →

One contract beats a drawer full of invoices.

Local ISPs bring speed and local know-how, but every country adds a new support number and a new monthly invoice. **So how do you keep the local expertise without the admin?**

The ultimate solution

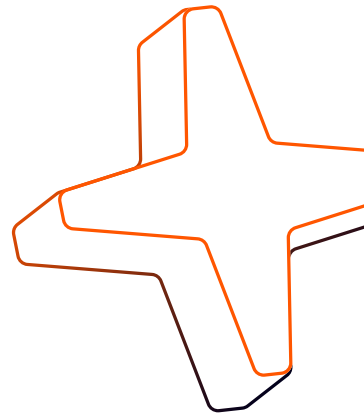
An aggregator with a plus⁺

Getting this far into the process, there is still something missing to make your connectivity journey even easier. How do you get access to transparent data and the market insights you need? How do you simplify dealing with local vendors and multiple invoices? Once deployed, how do you manage your services and ensure they are performing as they should? Those questions are the reason we created GNX+.

But first, who are we?

We are GNX, a global provider of internet access and private connectivity solutions. Here to help modern businesses navigate the complex world of global connectivity.

We make connectivity simple. Stepping away from traditional, conservative, and non-transparent ways of working, we give enterprises and Managed Service Providers full insight and control to design, source, and manage their global underlay—with access to our portfolio of Global Internet Access, Point-to-Point, and Cloud Fabric services in 190+ countries through our platform, GNX+.

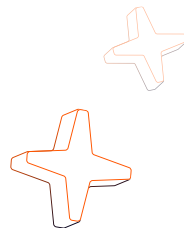




More than a connectivity platform

The cherry on top is GNX+, our carrier-neutral and automated 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 - for technology, speeds, price, and more - to help you decide on connectivity that best suits your needs.

Plus, more (at the end, it's about simplifying the entire process). GNX+ gives you a clear view of your entire network setup, with management, monitoring, and support functions right at your fingertips. It's like having your own personal network expert, making the complex world of connectivity like it should be: straightforward, transparent, and at your fingertips.



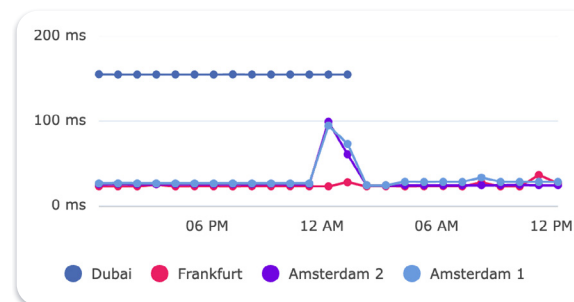
Key features

- **Direct access to 3,000 carriers and local ISPs**, allowing you to browse from GNX's vetted list of vendors, based on your requirements. You will have access to pricing, SLAs, lead times, and more for you to compare, select, and order internet services in a few clicks.
- **Monitoring & support** with real-time insight into your services and network's performance, with the ability to raise and manage support tickets with our 24/7 NOC.
- **Invoice management**, all your connections under one single contract and monthly invoice, in your currency of choice.

- **Service lifecycle management**, to manage changes, new services, renewals, and end-of-service requests.
- **API and e-bonding integrations**, for a seamless experience through your portal of choice.

Processing

Firm offer



Related

SID2837568 Active



SID283748 Active



	Download speed	Install charge (NRC)	Monthly charge (MRC)	Access technology
DIA 12 Months	100 Mbps	\$444,-	\$699,-	Fiber
Upload speed	Contention ratio	IP v4		IP v6
50 Mbps	1:1	/30 (1)		/30 (1)
DIA 12 Months	150 Mbps	\$459,-	\$599,-	Fiber
DIA 12 Months	200 Mbps	\$489,-	\$649,-	Fiber
IPv4 /30 1x LAN Port Proactive support Excluc				

Get your first site now →

Get in touch

Shall we explore your next steps on your global connectivity journey? Our passionate team of experts is available 24/7 to ensure you get your solution exactly right. Request a free consultation or a demo of GNX+, and let's get right on it.

Get your first site now →

[Click here](#)

Europe +31 30 227 3500
Americas +1 212 321 0764
gnx.net/contact

GNX Straightforward
connectivity