



DIA vs. GPON:

Decoding the Difference

Not All Internet Is Created Equal

Your internet choice directly impacts your business's success. Providers marketing consumer-grade broadband services as an alternative connectivity option for business locations often overlook the tradeoffs businesses must make when picking this technology. Choosing between an active ethernet architecture like SEGRA's Dedicated Internet Access (DIA) and a Gigabit Passive Optical Network (GPON) broadband solution shapes your strategy, affecting everything from reliability to speed to service. Below, we outline why Segra's DIA is superior for businesses that refuse to compromise quality.

Segra DIA

Guaranteed High Capacity

You always get 100% of the bandwidth you purchase, so your business can operate at peak capacity anytime you need it.

Dedicated Infrastructure

Your dedicated line means your connection is yours alone, not shared with the neighborhood. This infrastructure is built for your business's growth, not just access.

Reliable, Business-Grade Equipment

Your internet is delivered from our technical space, which has diverse power sources and fault-tolerant equipment that is less prone to outages and engineered for utmost reliability.

Symmetrical Upload and Download Speeds

Benefit from balanced upload and download speeds – essential for businesses reliant on cloud services, voice, video, collaboration, hosting and other upload-intensive activities.

Service Level Agreements (SLAs)

Segra backs its service with SLAs so you can be confident your bandwidth is dedicated.

Guaranteed Issue/Repair Response Times

Segra commits to predefined response and repair times, measured in hours, not days. And with gear housed in our facilities, our repair personnel are always nearby for even faster response times.

Typical GPON Broadband

Unpredictable, Fluctuating Bandwidth

The speed you sign up for is the best-case scenario, often throttled by network traffic and competing demand from outside users.

Over-Subscribed Backbone Networks

The connection is shared across all businesses and residential users in the area, which makes it prone to congestion and bottlenecks as aggregate traffic spikes at peak hours.

Consumer-Grade Services

Internet is delivered from a distribution node in your neighborhood with low to no redundancy built-in, making it more susceptible to failure.

Asymmetrical Upload and Download Speeds

These services often advertise fast download speeds while concealing significantly slower upload capabilities that hinder your business's ability to operate effectively online.

"Best Effort" Services

With no contractual guarantee for service levels, your business is left with vague promises.

Slow Issue/Repair Response Times

Facing an outage? Expect delays. Equipment is often attached to a pole, and without guaranteed response times, your critical issues may not be prioritized and may be waiting on the dispatch of a field tech.

Segra includes DDoS protection as a standard offering with our DIA service. This added layer of protection shields your business from brute force attacks, safeguarding your data integrity and ensuring uninterrupted access to critical online services.

Let's create winning connections together.

Partner with a team that's firmly established in your community. From sales to support to our technicians on the ground, we're your neighbors, and we're fully invested in your business's resilience and growth.

For more information,
visit us at

SEGRA.COM OR CALL 833.GO.SEGRA