

## SWOT Analysis — Nextlink Internet

### Field Focus: IT Support & Cybersecurity

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Robust broadband infrastructure with ongoing investment in fiber and fixed wireless.</li><li>• Multichannel IT support (phone, online, in-person) enhances customer accessibility.</li><li>• Secure platforms and growing emphasis on customer data protection.</li><li>• Responsive, locally based technical support teams with strong regional knowledge.</li></ul>	<ul style="list-style-type: none"><li>• Limited automation in ticketing and diagnostics slows resolution time.</li><li>• Inconsistent cybersecurity protocols and documentation across regions.</li><li>• Predominantly reactive support model rather than proactive monitoring.</li><li>• Gaps in encryption practices and advanced self-service support options.</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Implementation of end-to-end encryption to strengthen customer trust.</li><li>• Adoption of AI-driven diagnostics and threat detection to improve resolution speed.</li><li>• Continuous cybersecurity and IT support training for staff.</li><li>• Proactive monitoring and predictive analytics to prevent service disruptions.</li></ul>	<ul style="list-style-type: none"><li>• increasing risk of cyberattacks targeting telecom infrastructure and customer data.</li><li>• Stricter regulatory requirements for rural broadband funding and data compliance.</li><li>• Competitors offering automation-enhanced 24/7 support portals.</li><li>• Potential customer churn due to outages or unmet service-level expectations.</li></ul>