

5 Reasons Why a VPN Is a Must for Your Business

A VPN connects a user to the Internet through an encrypted tunnel. The VPN server acts as a relay between the Internet and a computer, so no third parties can see what data the user transmits through the web. A business VPN service provider, such as NordVPN, may offer numerous benefits to entrepreneurs and small-to-medium businesses.



Secure Telecommuting

A VPN service will secure your employees' Internet connection with a layer of heavy-duty encryption. That is especially relevant if you and your team work remotely or take frequent business trips and use untrusted networks. Reading your emails at a coffee shop or using your phone's Wi-Fi to log into Facebook at an airport can potentially put you at risk, so encrypting your communications is essential.



Business Travel

If your employees go on regular overseas trips, they need to be able to access all the same websites and services they work with usually. However, many countries restrict locally accessible Internet content in one form or another. A VPN service connects you to a server in your home country, so your IP address will look as if you are currently in that country, while you actually may be thousands of miles away.



Cybercrime

The range of modern online crime means that you have to be cautious at every turn. A VPN service provides an extra layer of encryption for your browsing activity, financial transactions, etc. Furthermore, bear in mind that not all VPNs have the same features. Look for one that offers reliable security protocols, such as OpenVPN or IKEv2/IPsec, and has extra security options, like malware or botnet blocking.



Safe Browsing for Your Customers

If you own a coffee shop or another business where offering free Wi-Fi to your clients is a good idea, monitoring the security of the network is vital. The best way to do so is setting up a VPN to secure your router and encrypt your customers' online activity. Although not all VPN services provide this option, NordVPN has a guide on how to configure VPN on your router and even offers its own branded routers.



Location-Based Testing

Many websites and services display different results based on where you are located. For instance, Google's interface and search results vary depending not only on the country but even on the precise locality. A VPN service allows you to hide and replace your IP address so you can seem to be browsing from another country. That helps you make sure that any location-based services you're using are working correctly.