

**ASSESSING THE SPEED OF DATA TRANSMISSION OF A COMPANY'S
EXTERNAL INTERNET CHANNEL FOR PROVIDING THE REQUIRED
QUALITY OF CONNECTION**

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The paper proposes a mathematical model of a company's Internet channel and a procedure for assessing its data transmission speed to provide the required quality of connection.

The method of utility function is used for selecting a particular Internet provider by the criteria of data transmission speed during one user session/given cost of connection.