

# Ethernet Flex 1Gbps

**In a modern digitally-driven economy, forward thinking businesses are looking for faster and smarter ways to operate, such as through cloud-based services and hosted voice. Those trying to use these technologies over near-archaic copper-based services such as FTTC broadband are likely to be frustrated by the limitations they are putting on their business productivity and efficiency.**

## Game-changing Ethernet connectivity

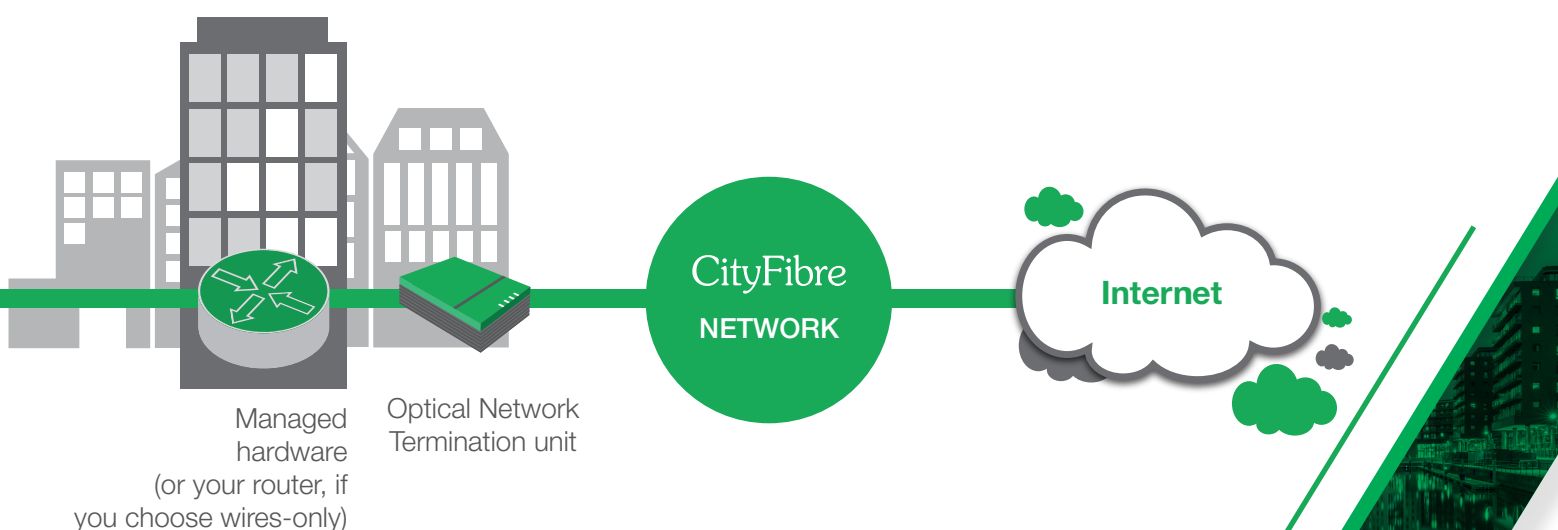
Ethernet Flex 1Gbps is changing the perception that anything above a standard broadband connection is prohibitively expensive. Not only is it more reliable than the traditional broadband services your customers may currently be using, it costs less than an average SME business spends on a gas and electricity bill or a single sales person's company car each month.

With our Ethernet Flex 1Gbps service you can provide a highly cost effective full fibre connection to customers looking to balance exceptionally high speed with price while retaining critical reliability. It guarantees a speed of 200Mbps for both uploading and downloading data and provides an ever-present capability to burst to up to 1Gbps, which is over 12 times faster than FTTC... at no extra cost!

So whether you're helping customers to drive their business from applications in the cloud, share data internally across their organisation and/or externally with other stakeholders and customers, or enabling IP-based communication across their voice and data platforms - you can have confidence that with our Ethernet Flex 1Gbps service you can support them with the bandwidth they need, when they need it, and in a cost-effective package!

## Key Features

- Guaranteed 200Mbps both up and down
- 1Gbps burst at no extra cost
- On-demand bandwidth with no need for portal requests
- Comprehensive 100% SLA
- 5 business hour return to service guarantee
- 24/7 UK support
- Unlimited usage



## Why future-proofing customers' business is so important

As Britain becomes increasingly digital, the way the nation consumes goods and services is changing at pace and this is driving the need to look for faster and smarter ways to operate. Ultra-fast and resilient full fibre connectivity is needed to underpin this digital revolution that is seeing data consumption accelerate at a phenomenal rate.

## Global data consumption:

1992	100GB per day
1997	100GB per hour
2002	100GB per second
2007	2,000GB per second
2017	46,600GB per second
By 2022	150,700GB per second!

Source: Cisco VNI, 2018

## When 'fibre' isn't fibre

Businesses' connections are often described as 'fibre' even though fibre is used in only part of the network. Standard FTTC broadband uses fibre from the exchange to individual street cabinets but continues to rely on an ageing and slow copper connections from the cabinet to customers' premises. Full fibre overcomes these limitations to deliver a considerably improved customer experience.

### Standard fibre broadband



### Full-fibre connectivity



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