

Ethernet

Next generation technology for mission-critical applications, connecting businesses over the UK's most connected Next Generation Network.

You can benefit from the most connected Next Generation Network in the UK.

A Next Generation Network is a telecommunications network based on IP that provides all communications including voice (VoIP), data, and internet over a single line. Our powerful future-proofed Next Generation Network has the broadest reach and scale of any next generation unbundled data network in the country and covers more than 89% of the UK.

We have access to over 2000 fully unbundled exchanges, over 1800 of which are Ethernet enabled (more than any other provider). This scale gives us the economies of scale denied to smaller competitors and the network's reach means our customers benefit from these cost efficiencies.

The increase in unified and online communications means that bandwidth-hungry data and conferencing applications such as hosting, cloud computing and multimedia video services are becoming more strategically important in reducing business overheads and in driving efficiencies. Businesses need to ensure their product sets are equipped to meet these demands and are turning to faster, more reliable Next Generation Networking and products.

Our Next Generation Network is:

- Future-proofed
- Flexible
- Scalable
- Optimised for resilience and capacity
- QoS enabled
- Ideal for the delivery of broadband, Annex M, EFM and Ethernet services

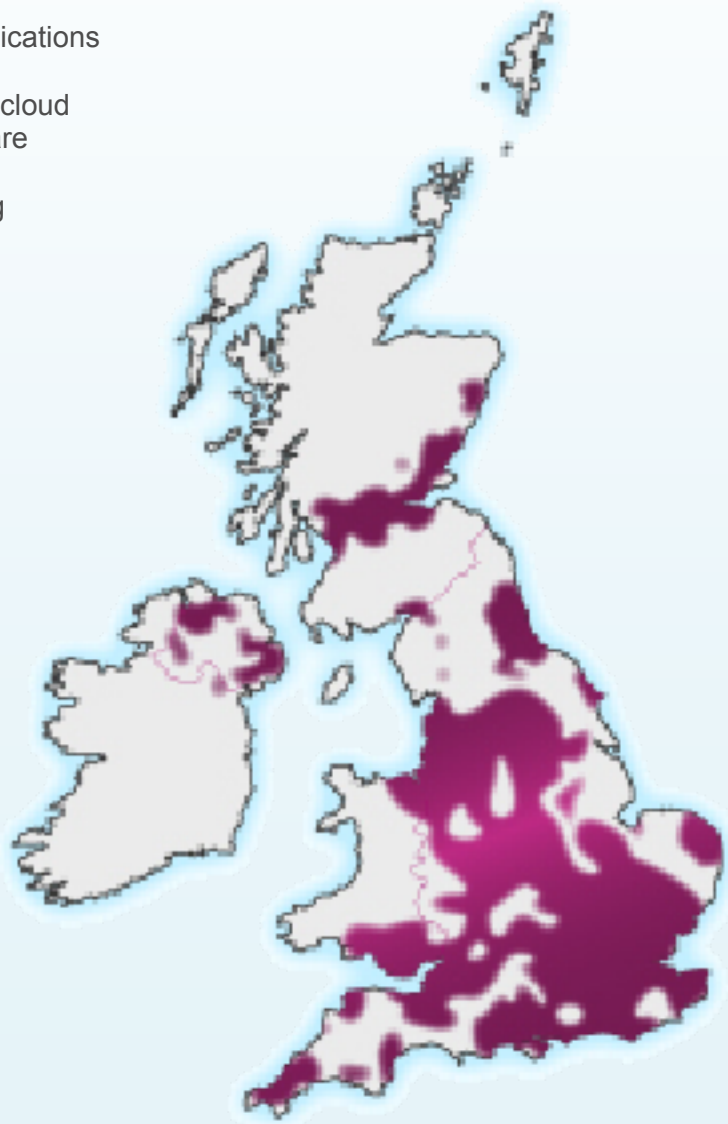
Key facts & figures

Scale & coverage

- Our footprint covers 89% of the UK
- Over 1,800 Ethernet enabled exchanges
- Access to 2.1 million businesses
- 3 times more exchanges than BT 21CN
- 2 times more exchanges than C&W

Tried and Tested

- 4.25 million data customers generating over 250Gbps of public Internet IP traffic
- 3 billion minutes of monthly VoIP traffic



Ethernet Solutions

Link your site and employees together to allow applications and data to be managed and shared across your business.

Next Generation Ethernet

Next Generation Ethernet offers a dedicated, superfast and secure way for you to connect sites and to the Internet. What's more, because it's provided over the UK's most connected Next Generation Network and owned and managed by us, you get the most cost-effective solution and a choice of speeds ranging from 10Mbps to massive 1Gbps!

Our network reach means we can provide Ethernet connections where other providers can't, and with a simple pricing structure based on local and non-local access.

What's more, our Next Generation Ethernet offers a future-proofed access method to other network solutions such as Managed IPVPN, Voice over Ethernet and Internet VPN.

Ethernet First Mile

Ethernet First Mile (EFM) is built on our own proven and robust network structure using copper pairs to deliver a high capacity Ethernet service as an ideal upgrade for businesses still using SDSL or Leased Line services. Ideal for greater bandwidth without the jump to full Ethernet.

This is a superior technology delivered using less copper pairs than BT without compromising on speed. In fact, we guarantee minimum symmetrical speeds of 2Mbps, going up to 10Mbps over 2 copper pairs and 20Mbps on 4 copper pairs.

Our network reach means we're more likely to reach your business when other providers can't. This, put together with our fast, simple and realistic pricing structure means your business could be up and running quickly and receive the best value for money around.

Voice over Ethernet

Voice over Ethernet is our end-to-end managed solution designed to connect a business telephone system to the public telephone network (PSTN) and a cost-efficient and flexible alternative to ISDN channels.

Ideal for large businesses and call centres with more than 90 voice channels, Voice over Ethernet (using SIP technology) will provide outstanding service availability, scalability, compatibility and the option to add other next generation technologies over our future-proofed network.

Voice over Ethernet is an alternative solution if you have outgrown your ISDN30 solution or are looking for a more cost-effective and longer term alternative.

Benefits of our solutions...

Link your site and employees together to allow applications and data to be managed and shared across your business.



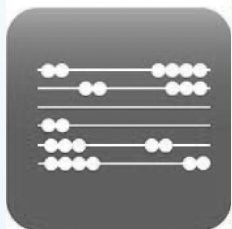
Upgrade opportunities

All our Ethernet solutions help create opportunities to expand your businesses capabilities and future-proofing upgrade options. Upgrade your Leased Lines, SDSL or ISDN30 lines.



Extensive UK coverage

With more than 1,800 Ethernet enabled exchanges over our powerful Next Generation Network, we're confident we can connect and reach sites in the same area, as well as remote sites across the UK where other providers can't, simply because they don't have the reach.



Cost-effective and flexible

Our network reach allows us to offer our Ethernet solutions at great prices when compared with other market offerings, creating more value for you.



Peace of mind

We offer flexible design and resilience options compared to most other Ethernet providers due to the control our own network gives us. Ask us about our back-up options for the solution you consider.

All our solutions are backed up by stringent service levels and a dedicated UK support team so you know you're in safe hands.

An overview of Ethernet technology

What is Ethernet?

Ethernet is a networking technology, originally developed in the 1970's for Local Area Networks (LANs), typically to connect computers and printers and other peripherals together in one office so they could share applications and data.

Today, Ethernet has become a widely adopted standard, and is now also used for Wide Area Networking (WAN), internet access, and next generation technologies such as SIP Trunks (phone lines).

Ethernet is simple, easy to use and readily upgradable and scalable from 10Mbps to a massive 1Gbps, depending on business needs. Because Ethernet is a standardised technology it also reduces the big infrastructure investment that an organisation might be forced to make otherwise.

Ethernet is now seen as the most reliable technology for business mission critical applications.

What's driving the move to Ethernet as a Wide Area Networking technology?

- **Collaborative work environments**

Connecting multiple offices

- **Routine sharing of large files**

Sending presentations and videos via email

- **Converged applications**

Voice, data and video over one IP network

- **Multi-tasking**

Where multiple high-bandwidth applications are open simultaneously, e.g. you're on a conference call, while at the same time downloading a presentation and sending a large data file via email to a colleague.

Need to go further...

Our Ethernet solutions can also be applied to wide area networking solutions:

IPVPN

This is a private network built specifically for multi-sited businesses that want to bring together and share numerous traffic types, such as voice, video and data, into one streamlined network giving each application the priority it needs.

Internet VPN

Complementary to our Managed IPVPN and private network solutions, internet VPN allows you to connect your sites together using a secure encrypted transmission over our business only internet access platform.

Why our network?

- **Reach**

Our network is deeply built with the highest density of enabled exchanges in the industry.

- **Resilience and capacity**

Our core network is built to handle huge business data volumes and includes an 800Gb supercore fibre network around London and two 400Gb fibre rings around the main population centres and extends to other regions of the UK.

- **Capability**

We are truly making convergence a reality and are delivering to a planned roadmap of robust and competitive products and solutions.