

# Fibre Connectivity

## Choose fibre for your business

You need a fast, reliable and secure internet connection for your business; it underpins all aspects of your IT infrastructure. This becomes critical if you have a cloud based network and your IT systems aren't running on Servers located in your office.

We recommend a leased line connection, we'll help you to understand its' benefits and choose the right package for your business and your budget.

There are two main types of connection available for business – Broadband and leased lines – which are commonly presented on fibre circuits.

### Fibre for the future

A fibre circuit would benefit any business but especially organisations considering a move to hosted IT services where the applications are in the Cloud.

Your fibre circuit can also be used for video conferencing and telephony which would mean cost savings and it also enables secure and fast remote working due to the higher bandwidth.

### Business investment

Your fibre connection investment provides reliability, the real benefit lies in how it meets your IT and communication demands now and in the future.

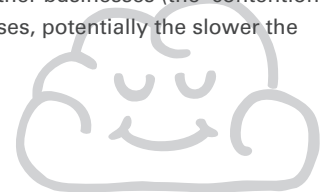
## Leased Lines

- Leased line circuits over fibre connections enable much faster speeds and are used to connect businesses to the Cloud.
- The upload speed is the same as the download speed – very important when accessing cloud based services.
- They carry strict Service Level Agreements (SLAs) which means you benefit from a much faster response from the provider.
- Fibre is made of glass and the only way to penetrate it would be to break it, which means it is very secure.
- Because you own, or lease the connection, you don't share the line and therefore no loss of speed.

### What about Broadband?

Typically, broadband connections run over copper telephone wires to connect to the local BT exchange. (Some providers have started using fibre to provide Broadband.) The speed of the connection is heavily dependent on the distance from the exchange. The quoted speed will be based on the download speed from the internet to you - upload speed will be a fraction of the download speed. The connection will be shared with other businesses (the 'contention ratio') and as this number increases, potentially the slower the internet will get.

*Choose fibre, leased line*





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