



FIBRESPEED

BE MORE COMPETITIVE, PRODUCTIVE AND INNOVATIVE WITH FIBRESPEED

DISCOVER HOW YOUR BUSINESS CAN BENEFIT FROM FIBRESPEED WITH THIS HANDY GUIDE.

VISIT WWW.FIBRESPEED.CO.UK IF YOU WANT TO KNOW MORE OR YOU'RE READY TO CONNECT.

What is FibreSpeed?

FibreSpeed delivers next-generation Internet and ebusiness network capability. It's a fast, world-class fibre-optic network specially designed to empower people and business. Connect to it, and it will change the way you operate, transforming your business through innovative use of IT.

Isn't it just fast broadband?

No. Standard broadband still uses copper wires originally designed for telephones and this limits performance. FibreSpeed uses optical-fibre technology designed and dedicated to carrying vast amounts of data at close to the speed of light. There are two other crucial differences. First, with FibreSpeed, your upload speed can be as fast as your download speed. Anyone who uses standard broadband to transfer large amounts of data knows that broadband often struggles with this. Second, unless you lease a dedicated line, broadband is shared with many other businesses so it slows down with heavy use. FibreSpeed gives you a dedicated connection, offering very high bandwidth (speed) that is yours alone so performance is massively enhanced.

So what does that mean?

It means you can use the Internet or a private business network for so much more. You can use it to run an entire company's telephone system, so you no longer need to pay telephone line rental. You can use it for video and teleconferencing, see and speak to people in multiple locations using crystal-clear audio and high definition video. You can share data over private, secure networks with employees or contractors at different sites, at home, or on the move using laptops or mobiles. It's even possible to locate your software and hardware somewhere else,

so all you need on your premises are computers with a web browser. The connection is so fast, it's as though everything is on your computer, or on your server in the next room. This is sometimes called virtualisation or cloud computing, and many businesses already work more efficiently by using a set-up like this.

Give me an example...

Anchor Computer Systems creates, manages and maintains software management systems for finance sector industries. By connecting to FibreSpeed, they can host these systems on their own computers, and customers access it and use it via the web. Anchor retains control of the service while removing the hassle of maintenance and updates from customers. Having software as a service reduces the set-up costs and enables the business to have a flexible cost base. Anchor manages growth while receiving a smooth revenue stream, unlike a one-off installation at the customer's premises. It's an example of virtualisation or cloud computing, where Anchor's customers benefit from IT-based services managed and located remotely. The provider – Anchor – benefits too.

We can do all this now, can't we?

Yes, but standard broadband can only take you so far. Anchor previously had a leased line over which they offered this 'virtual' service. By replacing it with a FibreSpeed connection, they immediately doubled their capacity and as a bonus, it cost less than the leased line. Thanks to the extra capacity, Anchor is trialling a mobile data capture service for several of its customers – and generating another income stream in the process.

Who else is connecting?

Businesses of all sizes and in all sectors. Carlton North Wales, managing agent of luxury student accommodation, is filling its halls because it can offer fast Internet to students. A company providing financial data, Avox, has become more productive in procuring data using Internet searches. Wind energy development consultants West Coast Energy send large data files between their UK sites, and with people working outdoors and from home, remote working is a key part of the business. This network has recently been made faster and more reliable thanks to a FibreSpeed connection, making West Coast Energy more productive and more competitive.

How do I connect?

Speak to our service providers. You'll find them listed on the FibreSpeed web-site. They'll be able to discuss the benefits that they can deliver to your business using the FibreSpeed network and the best way to connect. Or if you're unsure, simply contact us and we'll be happy to advise on your options.

How much does it cost?

It depends on where you're located and the speed of connection that you need. Remember, FibreSpeed is not broadband, and once connected you can make cost savings through more efficient ways of working. But don't just think of FibreSpeed in terms of streamlining.

Think about how you can become more competitive and innovative, and generate more income, as in Anchor's case.

Aren't BT, Virgin Media and others offering the same thing?

Other providers promise faster Internet but much of this still relies on the existing copper wire technology. Improvements to this technology will continue to struggle to match growing demand. Other providers may be based on optical-fibre technology like FibreSpeed's, but it may be several years before it arrives across Wales. Even then, the 'last mile' to your door may still use existing copper technology.

Who operates FibreSpeed?

The network is the culmination of a partnership between private enterprise and the public sector. It's run by FibreSpeed Ltd, who offer open wholesale access to service providers – businesses that provide specialist network connection and management services. This has created a competitive market for these services, so the end-user gets best value for money.

Where can I find out more?

Visit www.fibrespeed.co.uk

Email enquiries@fibrespeed.co.uk

Call **0844 225 2190**

