

## Fibre broadband

# Explore the potential for your business

If you use a standard ADSL service, choosing to upgrade it to fibre broadband could cut your costs, help you be more efficient and open doors to new opportunities and new ways of connecting with customers. Not only is fibre far more reliable than the copper it replaces, the enhanced speeds can support your business far better as it develops and grows.

### Video conferencing

#### **Meet with suppliers and customers worldwide**

Use consumer video conferencing applications to talk face-to-face for less – without the buffering – or meet with business associates around the globe using more sophisticated video conference platforms.

#### **Cut travel and costs**

#### **Work more efficiently and effectively**

Enhanced desk based communications could help you travel less, save money, maintain business relationships and win new customers wherever they are located.

### Cloud computing

#### **Only pay for what you use**

Cloud computing offers big benefits for small businesses. It is cost-effective; you simply pay on a per user basis, and only for what you need. Security and upgrades are no longer an issue, and data is accessible from anywhere.

### Faster file transfer

#### **Send and receive large files – fast**

Gone are the days of overnight downloads of large video, graphic or presentation files. With fibre broadband, transfers are much quicker; saving you time and lowering your energy bills.

### Online data storage

#### **Ditch the big black boxes**

With fibre broadband you can quickly back-up your data remotely, ensuring peace of mind and secure, easy retrieval of documents from any location.

### Shared workspaces

#### **Online collaboration made easy**

Cloud platforms mean multiple users can share a secure workspace and collaborate on projects from any location.

### Hosted applications

#### **Cut software licensing costs**

Host more applications in the cloud to reduce expensive software licenses and installation times.

### New market opportunities

#### **Sell online and expand your business**

A faster and more reliable internet connection for your own website could improve the online experience for your customers. Enhanced communication also lifts geographic restrictions that may otherwise limit you from reaching out to new customers across the world.

### Efficient homeworking

#### **More flexibility for your people**

Fibre broadband is for homes too, offering access to the business networks and the cloud from wherever that may be! It's a cost-effective way of improving the flexibility and work/life balance of your workforce, and could help you recruit the best people too.

### Compete with the big boys

#### **Meet modern business expectations**

Offering customers the personal touch the way a smaller business can, combined with the technology led capabilities of a larger corporate enterprise could help protect and expand your business in the future.

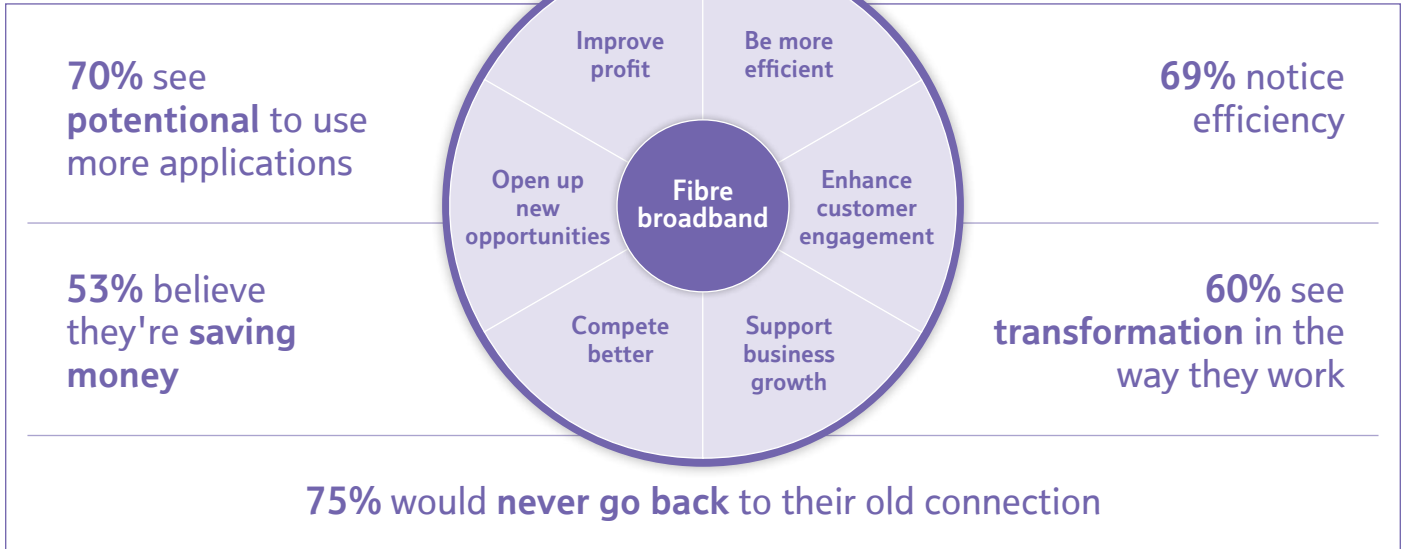
### About the big build

Fibre broadband is currently rolling out across the UK, with many millions of businesses already able to take advantage. It's having a massive impact for small and medium sized businesses in particular though – helping them enjoy benefits that until now, have been reserved for larger corporate enterprises.

These days, the speed, quality and reliability of an internet connection can make or break a business.

## Could you tap into a whole new world of business opportunities?












Fibre broadband is already helping many small businesses across the UK:



Research conducted by Jigsaw on behalf of Openreach in 2013

## Standard broadband, fibre broadband or Ethernet? Which is right for you?

Upgrading from standard ADSL broadband to fibre broadband offers businesses increased speed, reliability and excellent value for money. For some businesses though, even faster repair, guaranteed availability and additional back-up options of a dedicated Openreach supplied Ethernet service are what is really needed.

Features	Standard ADSL broadband	Fibre broadband	Ethernet
Upload speed	 Up to 3Mbps	 Up to 20Mbps	 Our Ethernet services are provided to service providers with dedicated upload and download speeds of 10Mbps, 100Mbps or 1Gbps
Download speed	 Up to 20Mbps	 Up to 80Mbps	
Enhanced security (IL2*)	No	Yes	Yes
Time to install	 Fastest		
Estimated time to repair	 Slowest		

\*Impact Level 2 assurance certifies the security level of a network.

Your service provider will be able to discuss the options in more detail and help you decide what is best for your business.

[www.openreach.co.uk](http://www.openreach.co.uk)

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