

**FULL FIBRE**  
IS HERE.

**BELIEVE IT.**

Is your business ready?



# **BELIEVE** IN BUSINESS **BROADBAND.**



Faster Britain is backing UK businesses like yours with a full fibre network you can believe in. Because today's business broadband is about so much more than sending emails or browsing the web.

It's about the smart tech that keeps your people and premises secure, your connections with customers and the community around you, and hybrid ways of working that are changing how Britain does business.

That's why the best businesses are taking advantage of the best full fibre networks - like Faster Britain.

**Are you one of them?**

Whether you're an SME, or a large enterprise, you need all the facts to make the connectivity decisions that are right for you. Decisions that will strengthen your day-to-day operations and future-proof your growth.

**This guide contains everything you need to understand full fibre - what it is, why you need it and where it could take you.**



# THE **COPPER** CONTEXT.

The UK Government has promised 85% Gigabit capability by 2025. That means replacing the huge network of copper cabling that served as broadband infrastructure in the past. Outdated, slow technology that's not fit for future speeds, and future growth.

Even if you've already made the switch to a 'fibre' service, you might still be suffering from slower speeds thanks to copper cabling running from the street cabinet to your premises. This Fibre to the Cabinet (FTTC) was groundbreaking at the time, but has since been surpassed by true Fibre to the Premises (FTTP) offering speeds of up to 1Gbps, or up to 10Gbps over leased lines.

If you're still being held back by a copper FTTC connection, Faster Britain represents your chance to futureproof your broadband with FTTP, and unlock the fastest speeds around.

## **LEAST RELIABLE**

### **Standard Broadband (ADSL)**

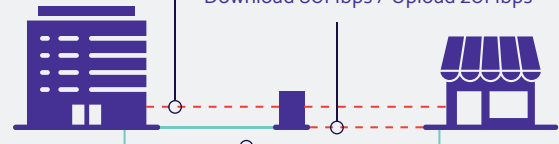
Traditional copper telephone lines

Download 24Mbps / Upload 10Mbps

### **Fibre Broadband (FTTC)**

Mix of fibre and traditional copper

Download 80Mbps / Upload 20Mbps



## **MOST RELIABLE**

### **Full Fibre Broadband (FTTP)**

100% Fibre Optic connection

Download 1Gbps / Upload 1Gbps  
or 10Gbps over leased lines

## WHY SHOULD YOU **BELIEVE** IN **FULL FIBRE?**



### **FUTUREPROOF**

It's a connectivity solution ready for the next generation. Whatever your business does next, you'll have a connection that can cope.



### **RESILIENT**

A strong, reliable full fibre connection without any copper cabling means you can always rely on the speed and security you need to grow.



### **LIGHTNING FAST**

Full fibre offers the best speeds on the market - up to 10Gbps - with symmetrical uploads and downloads available.



### **HIGH CAPACITY**

Unparalleled bandwidth meets and exceeds the digital demands of your business, from cloud-based collaboration to cutting-edge data services.

# NOT SUPERFAST. **GIGAFAST.**

The UK Government's 'Project Gigabit' initiative from the Department for Digital, Culture, Media and Sport (DCMS), is a £5bn investment to level up Britain's business broadband.

In the wake of the COVID-19 pandemic, it's only become more clear that Britain's digital infrastructure has lacked planning and investment. Project Gigabit is all about believing in business broadband's ability to help enterprise recover and grow.

**THE DIGITAL CONNECTIVITY INDEX SHOWS THE UK NEEDS TO LEVEL UP TO COMPETE WITH THE REST OF EUROPE.**

We believe in Faster Britain's capacity to help achieve that mission.



Department  
for Culture  
Media & Sport

## WHO BENEFITS FROM **FULL FIBRE?**



### **NEW RETAIL PARKS**

Delivering fast fibre connectivity to the businesses they will serve.



### **PUBLIC SECTOR ORGANISATIONS**

Depending on highly reliable connections for critical uploads and downloads.



### **MANUFACTURING PLANTS**

Relying on rock solid connections for robotic process automation.



### **EXPANDING SMEs**

Looking to add more capacity to growing connectivity needs.

# **BELIEVE** IN THE **FULL FIBRE** *REVOLUTION.*

The move from copper to full fibre is much more than a transition. It's a movement! We're in the grips of a full fibre revolution, delivering lightning fast Gigabit-capable speeds that will power the next generation of business growth. Upping productivity, boosting innovation and unlocking real time collaboration right around the globe - and just down the road.

**Patchy connections and slow speeds are a thing of the past. It's time to embrace full fibre, and focus on what matters - running and growing a successful business.**

## A REVOLUTION IN **RELIABILITY.**

For a busy business, faster speeds will mean greater efficiency. But it's not just the lightning fast connectivity of full fibre that's changing the way Britain does business. Reliability is just as important. Downtime means lost sales, lost opportunities and maybe even lost data. So you need a rock solid connection that can handle whatever your business throws at it. Now, and in the future.

### **A reliable full fibre connection will...**

#### **Keep people safe**

Smart buildings need reliable connectivity for alarms, keypad entries, emergency phone lines and networked cameras. You need a connection you can depend on in a crisis.

#### **Embrace the cloud**

Cloud-based applications and ways of working provide peace of mind and secure backup, with limitless opportunities to embed the brightest future tech.



#### **Inspire innovation**

The next generation of creative tech, like robotic process automation, or Augmented Virtual Reality (AR/VR), needs connectivity that can keep up with the pace of change.



#### **Unlock collaboration**

Work with anyone, anywhere. Smooth and reliable online conferencing, meetings, events and training needs a dependable connection, with no frozen Teams calls.



#### **Secure payments**

With something as vital as financial transactions, you need the best connection available. Full fibre can handle the lot, from payment portals to contactless terminals.



#### **Scale for growth**

For your business to grow, you need a connection that grows with you. Full fibre will be there to onboard new team members, connect new tech and enable new services.

# YOU KNOW YOU NEED **FULL FIBRE.**

## SO WHAT NEXT?

It's time to find a provider that understands your business, and your connectivity needs.

There are a vast range of packages and providers to choose from, so it's crucial you understand the ins and outs of what they offer.

**BELIEVE in Faster Britain.**  
**BELIEVE in business broadband.**



Faster Britain isn't just another network. We're on a mission to deliver full fibre connectivity that transforms the way Britain does business, putting the world at the fingertips of the enterprises and entrepreneurs that make our nation so successful. Growing the economy, creating jobs and boosting skills.

STILL DON'T **BELIEVE**  
YOU NEED **FULL FIBRE?**

## WHAT MAKES FASTER BRITAIN DIFFERENT?

- We're an open access wholesale network. That means choice. We work with over 300 partners to offer a huge range of business connectivity, IT and cloud services, alongside specialist partners to deliver industry-specific solutions.
- We're real people, not a big faceless corporation. Our personal touch sets us apart. It means our partners - who will deliver your service - know they can get hold of us whenever they need, and that we'll always be there to help. From placing an order, to getting you connected. And if something goes wrong, we act. Quickly. Customer service is just as important as service delivery.
- We make things work. It's our job to make tasks like switching your service as hassle free as possible. No downtime, no stress.
- We work quickly. Our installations are quicker than the industry norm, often within days of placing your order.
- We can design bespoke solutions. If our 'off the shelf' service doesn't give you what you need, we have the flexibility to work out a plan that will. No roadblocks.
- We grow with you. Our technology is futureproof and ready to offer the connectivity you need now, and next. So when you need more umpf, you won't need to find a new connection.

By the end of 2022 we're on track to reach...

**OVER 500,000 · OVER 25%**  
of UK business properties

**WE'RE ALREADY IN YOUR  
AREA WITH THE BEST  
BUSINESS BROADBAND.**

DON'T RESIST  
*THE CHANGE.*

**EMBRACE IT.**

It's simple. If your broadband connection is slow and unreliable, your business will be slow and unreliable.

Even if you've made the switch from copper to a Fibre to the Cabinet (FTTC) connection, you could still be struggling with speed and reliability. And if you don't know, you definitely will in the future. Because every year the tech we come to rely on needs faster speeds and higher bandwidth.

YOU **NEED** A  
*CONNECTION YOU CAN*

**BELIEVE IN.**

Why trust the processes your business needs to succeed to outdated infrastructure?

If you use the latest cloud-based collaboration, wireless payment terminals, cutting-edge applications or smart building tech you need a connection you can believe in. 100% fibre, every step of the way from the exchange to your front door.

DON'T BELIEVE *THESE*  
**FULL FIBRE MYTHS.**

**Myth 1** ❌

**Full fibre is expensive**

Investing in your business infrastructure can carry a cost - but full fibre unlocks savings in productivity and efficiency. Think of the billable hours lost to poor connectivity or downtime! And that's without the profits that come from better tech, more streamlined collaboration and future innovation. With Faster Britain, you can access full fibre from as little as £35p/m for a 100Mbps solution.

**Myth 2** ❌

**Full fibre is complicated to install**

It's our job to streamline the process, and our teams are the best in the business. You can happily carry on your day-to-day business whilst we take care of the rest, seamlessly transferring your connection as part of a professional installation.

**Myth 3** ❌

**Full fibre is just for 'big' businesses**

If you're a smaller business, full fibre might not feel necessary. But it's not just for the biggest businesses with the biggest demands. Whether you're connecting with dozens of customers or millions, poor connectivity could threaten your sales and waste your time. Don't need the full 10Gbps? Faster Britain offers solutions from just 100Mbps, ready to scale up any time you need in the future.

**Myth 4** ❌

**Full fibre requires a long tie-in**

Contract tie-ins with our providers start from as little as one year, though most businesses getting ahead of the copper switchover are signing five year deals to lock in savings. Many of our providers offer 'contract buyout' options, so you won't need to wait to switch from your existing provider. Get in touch if that option isn't available when you enquire.

Faster Britain is here to **cut through the myths** and give you the real full fibre facts. What works for your business, and why you should level up your connectivity.

# **CHANGE** AT THE *FLICK OF A SWITCH.*

Full fibre connected businesses unlock unlimited growth. You can upgrade your connection at the flick of a switch, from 100Mbps to 10Gbps.

That means access to connectivity suitable for the smallest local businesses with low bandwidth needs, right up to the largest corporations with hungry servers. Wherever you're headed, your full fibre connection will take you there. It scales, grows and thrives with you.

# PRODUCTS **MADE FOR** **YOUR BUSINESS.**

You're not locked into one type of connection. Our providers offer product options for all sorts of businesses, with all sorts of connectivity needs.

Cloud access with superior back-up capability?  
Private data networks with Direct Internet Access (DIA)? Point-to-point circuits or fully bespoke private networks? Full fibre delivers.

Faster  
 Britain

WE **BELIEVE**  
IN YOUR  
**BUSINESS.**

DO YOU  
**BELIEVE**  
IN **FASTER**  
**BRITAIN?**



 **FlexOn** 

**Call for a demonstration**

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