

# Simplifying connectivity

**Connectivity solutions don't have to be confusing. Here's our simple guide to selecting the right connectivity for you.**

Internet access can offer enormous benefits for businesses - if you have the right connectivity! As online and cloud solutions become crucial to the way businesses work, so does the importance of ensuring the correct connectivity and its availability at all times.

	Broadband		Direct Internet Access (DIA)		
	DSL "internet useful"	Fibre broadband "internet essential"	Fibre Access "internet crucial"	Ethernet First Mile "internet critical"	Ethernet fibre "scalable internet critical"
Who might use it?	A small business that uses email, writes a blog or orders online	A business that relies on uploading/downloading large files or media	A business that needs their own dedicated, fast internet access	An online business that uses cloud based applications	A large office with 30+ staff, maybe with remote workers and cloud based applications
Download speeds	Up to 17Mbps	Up to 76Mbps	Up to 20Mbps	Up to 35Mbps	10 - 1000 Mbps
Upload speeds	Up to 2.5Mbps	Up to 19Mbps	Up to 20Mbps	Up to 35Mbps	10 - 1000 Mbps
Contract term	24 months	24 months	12 or 36 months	12 or 36 months	12 or 36 months
Symmetric bandwidth	No	No	Yes	Yes	Yes
Contended	Yes	Yes	No	No	No
QoS - quality of service	No	No	Yes	Yes	Yes
SLA	No	No	Yes	Yes	Yes
Monthly price point	from £18.99	from £36.00	from £112.00	from £135.00	from £350.00
Price includes:	Router, static IP address and ISP first-line support	Wi-fi router, static IP address, first-line support and free installation	Managed router, IP address options, 24 x 7 x 365 monitoring and support	Fully managed router, IP address options, 24x7x365 monitoring and support	Fully managed router, IP address options, 24x7x365 monitoring and support
Why use it?	Cost effective internet access	Faster speeds for higher productivity and efficiency	First step into dedicated business-grade internet access	Dedicated business-grade internet access	Robust, dedicated and scalable; internet access is imperative
Why not use it?	Multiple users/sites reliant on internet access to operate	Sites reliant on internet access to function	Relies on pre-existing copper pair into the building	Not scalable from installed speed	Longer lead times, higher price point

Prices are indicative only.

For further help and support please contact your Customer Account Manager or call us on 0800 970 2999.