

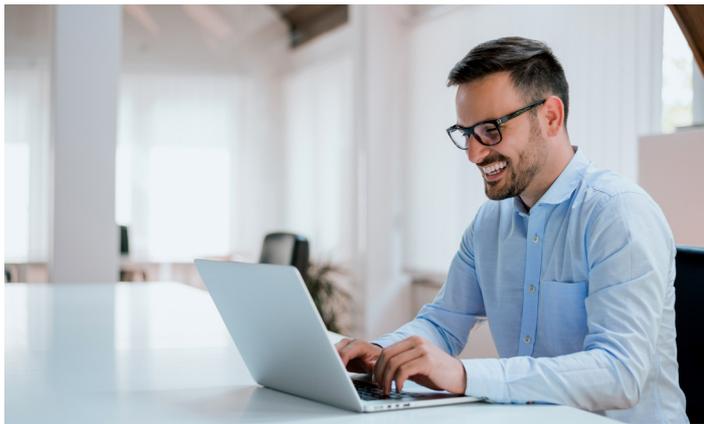
# Ethernet Leased Lines



Ethernet leased lines offer guaranteed performance with simultaneous and symmetrical bandwidth.

Leased lines are available as an Internet Access product, with the option of having managed CPE (customer premises equipment) and services or a wires only service, meaning you can choose what works best for you and your customers.

We also offer Ethernet Point to Point, linking two customer premises or a premises and data centre, outside of the coverage of the Connect365 network or where internet access is not required.



Guaranteed symmetrical bandwidth

Choice of the UK's leading carriers

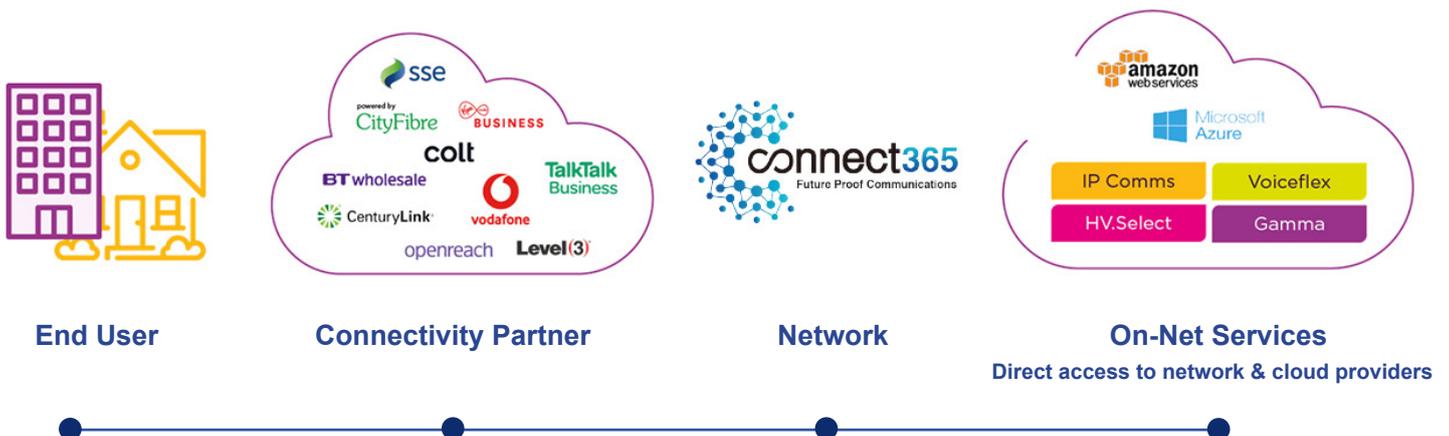
Unlimited usage and free static IPs

Ultra low latency and high availability

Leading SLAs and SLGs

High performance, always on connection

## How a leased line works



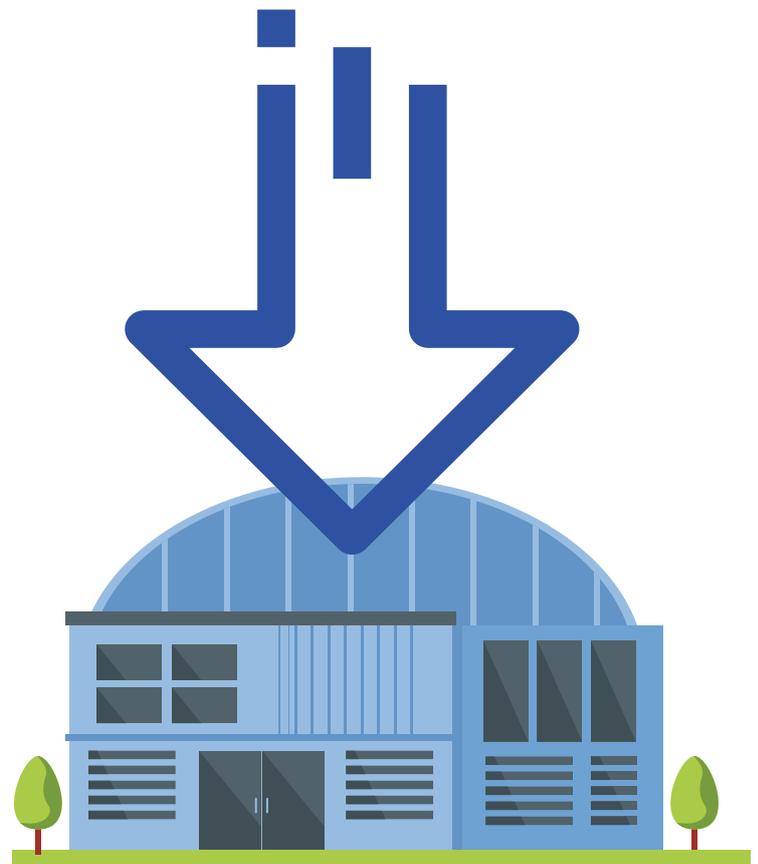
# Find out how a leased line could help your business keep up with increasing data demands.

## What is a leased line?

You might think that connecting to the internet means having broadband, but in fact, that's not the only option. While broadband is widely established for domestic use, it's geared to that environment which means that for business there are some drawbacks. On the other hand, a leased line can offer you a dedicated connection to the web that's solely for the use of your business.

What is meant by leased line is a data circuit which connects your premises directly to the ISP's data centre, whereas broadband routes data over a public network used by lots of other people. That's the back of the envelope difference, but there's more to it than that. There are differences in the speeds available and in how many people can reasonably share the connection at any given time.

A leased line, as its name suggests, is a connection that you rent for your exclusive use. It connects directly from your premises to the data centre of the service provider, or it can connect between your own sites. Today the connection will most likely be via a fibre optic connection but it can be via technology such as Ethernet first mile over copper cables.



## Security

If you're working with sensitive data, then there are security issues too. By having a dedicated connection there's less chance of information being intercepted in transit. However, you still need to protect data using methods like encryption for maximum protection.

Of course, there are some drawbacks. Among the disadvantages are that leased lines cost quite a bit more than broadband because you're renting an exclusive connection. A relatively slow leased line will likely cost more than a faster broadband link.

However, the leased line speed is guaranteed and uncontended, whereas the broadband speed can vary depending on whether there's a good movie on Netflix. Therefore, you need to consider how important reliable, consistent connection is to your business. In addition, leased lines generally have much longer lead times for installation, because where broadband is delivered over an existing phone line, a leased line needs a new circuit to be installed. If you're opening or relocating to a new site, therefore, you need to plan well in advance.



## Business benefits of a leased line

So, what is a leased line going to do for your business? Where it will really come into play is in the more intensive use of the internet that's needed for business. For example, more and more companies are now heavily reliant on cloud services for running critical business systems.

As-a-service delivery models for software ranging from office suites to more specialised applications are now increasingly commonplace. If you've gone, or are planning to go, down this route, then the guaranteed speed of a leased line connection is well worth considering.

While we've talked a lot about internet connectivity, leased lines are also a good choice where you have branch offices or home and field workers needing access to your office network remotely. High bandwidth communication services including video conferencing or VoIP calling will also benefit from using a leased line, particularly from the fact that upload and download speeds are equal.

What your business does is a key issue too. Should you regularly need to upload large files; documents for printing perhaps, or plans and designs for buildings, or instructions for machine tools, then you're going to benefit from having a synchronous connection giving equal upload and download speeds.

It's also a major advantage if you intend sharing information regularly with your customers and suppliers as part of an integrated supply chain. Having the reliability and speed of a leased line is going to deliver a better quality of experience while accessing your network and is likely to improve productivity across the board.

It's important to consider the importance of connectivity to your business. If you were to lose internet access for a day or just for a few hours, what effect would it have? Would it be an inconvenience that you could work around? Or would you rapidly start to lose customers and money? If the latter is the case then consider what is a leased line and its extra cost compared with protecting your business?

