Fibre Guide

Is your business on board for a Faster Britain?

First-rate digital connectivity should be the driving force behind your business operations and growth strategy, and here's why...

CLICK HERE TO
UPLOAD YOUR LOGO

Faster Britain
APPROVED PARTNER

Business connectivity is no longer just about sending emails and browsing the web. It's about everything from utilising Smart Technology in keeping your people and premises secure, to facilitating employee engagement opportunities, and hosting events and conferencing, to name but a few. Your business connectivity should be working with you to ensure you can survive the onset of any threat - and thrive in the presence of any opportunity.

For effective and efficient connectivity to exist, you need to have the right infrastructure for the job, and in 2022 this infrastructure is very much full fibre.

Whether you're an SME or a large enterprise, it's important that you have the full story on fibre and find out more about how it will strengthen your day-to-day operations and future-proof your growth...

This guide will provide all the information you need to understand the time for full fibre is now.

The context

As the UK Government promises 85% Gigabit capability by 2025, many copper-based broadband systems used by businesses across Britain will soon begin to be effectively cut off. Even if you've already made the switch to fibre optic broadband, it's worth checking that your solution isn't simply Fibre-to-the-Cabinet (FTTC), as these installations still utilise copper for a part of the connectivity into your premises.

Whilst FTTC was seen as ground-breaking at the time, offering speeds up to 300Mbps, today the 'superfast' of FTTC has been seriously overtaken by Ultrafast (300Mbps+) and now Gigafast (speeds of up to 1Gbps). FTTC is now largely seen as a residential broadband and is no longer fit for business.

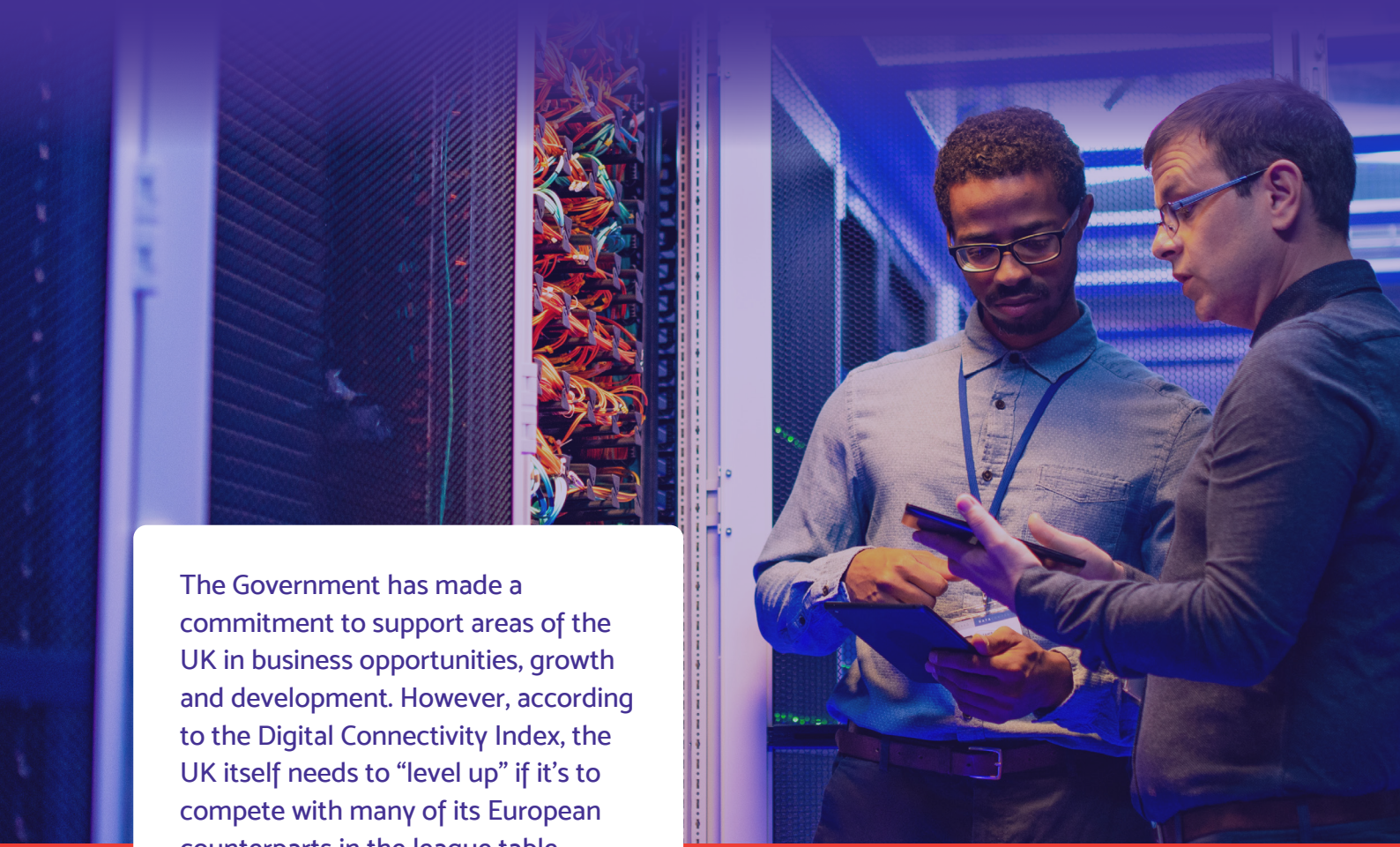
What all this means is that, in order to function and excel, each and every business - regardless of size or status - will need to make the switch to a superior solution offering Fibre-to-the-Premises (FTTP) connectivity.

Full fibre

Full fibre is a connectivity solution that is not only next-generation - it's future-proof. Businesses equipped with ultrafast full fibre benefit from connectivity that runs straight to the premises, resulting in increased strength and reliability, and a connection that does exactly what it claims to do - connect! The technology offers unparalleled high bandwidths and the stability to meet the digital demands that businesses face in their daily operations and future growth requirements. It's a solution of fibre cabling and light technology, combined together to transfer data at high speeds from a local exchange all the way to the premises.

Fibre optic technology isn't superfast - it's gigafast.

The UK Government's 'Project Gigabit' initiative from the Department for Digital, Culture, Media and Sport (DCMS), is a £5bn investment to ensure fast and reliable broadband for businesses across Britain. In the wake of the recent pandemic, it has become clear how much of a negative impact was felt by businesses when infrastructure such as IT connectivity was lacking in prior thought or investment. Project Gigabit seeks to support businesses not only in the recovery from the pandemic, but also in the pursuit of growth and levelling-up in the future.



The Government has made a commitment to support areas of the UK in business opportunities, growth and development. However, according to the Digital Connectivity Index, the UK itself needs to "level up" if it's to compete with many of its European counterparts in the league table.

Over the next few years we can expect the UK's connectivity ranking to look very different.

Who benefits from full fibre?

A new retail park development requiring fibre connections to deliver connectivity to the businesses it will serve

Public sector organisations depending on highly reliable connections for critical data uploads and downloads

A startup business relying on ultrafast connectivity and cloud storage for files

An expanding SME looking to add more capacity to its growing connectivity needs

The move – and the movement

The UK's telecommunications infrastructure is being overhauled as the country prepares for the retirement of the copper networks that have worked so hard for around a century and a half.

We're now in the grips of a fibre revolution. Delivering warp-factor, Gigabit-capable speeds, these networks are powering connectivity and applications that are upping productivity and allowing us to collaborate and innovate around the globe (or just down the road) in real time.

Patchy connections and slow speeds should by now be a distant memory, giving you back the time to focus on running and growing a successful business.

Better business – and the benefits of full fibre

With bigger demands on connectivity at business premises than at domestic properties, having the best IT infrastructure connecting us to the world, and to our customers is key for better business.

Though it can be said that greater speeds will equal more efficiency, speed isn't the only factor for organisations to consider. Reliability is not to be overlooked, especially when we think of the ways in which businesses rely on their connectivity to prevent problems, as well as to create opportunities.

According to Ofcom, across Britain there are now

13.5 million homes

enabled for full fibre-optic broadband, and so this begs the question, why shouldn't UK businesses benefit from this infrastructure too?

The reliable connectivity provided by full fibre helps to:

1. Keep everyone safe and secure (for example – building alarms, keypad entry systems, emergency phonelines in lifts), which exist as much for present day peace of mind as they do to be responsive in a future emergency or crisis.

2. Pave the way for innovation through creative technology, such as robotics, process automation, and Augmented/ Virtual Reality (AR/VR) – an effective way to get ahead of the competition and keep your workforce happy.

3. Ensure the smooth and enjoyable running of meetings, conferences and training events hosted anywhere in the world and streamed straight into the office environment (because nobody ever wants to say or hear the words "you've frozen" ever again).

4. Support large-scale businesses and corporations with the functionality and peace of mind of cloud-based applications, plus the limitless opportunity to embed further technological applications to their offering as part of a very bright future.

5. Enable businesses to make and receive payments (for example, via payment portals and card/contactless terminals), because without financial transactions, no business is being done.

6. Scale businesses for growth by ensuring smoother and speedier onboarding processes and fully functional capability of premises.

So now you're a little more aware of the context and benefits of full fibre, where do you go from here?

In short, you'd need to look at which provider can best accommodate your business' connectivity priorities, whether this be focused on pricing, speeds, or support, there's a vast range of packages and providers out there to choose from. Additionally, another crucial factor in your decision process should be around the network on which your connectivity is provided, such as the Faster Britain network.

Faster Britain

What is so special about Faster Britain? Is it just another network? The answer is no. Not at all. Faster Britain is delivering full fibre connectivity to businesses across the UK, putting the world firmly at their fingertips; boosting the economy and creating job and training opportunities.

Here are a few reasons why Faster Britain connectivity is different to the rest:

- ✓ Faster Britain is an open access wholesale network. This delivers choice. With more than 300 Faster Britain partners, you can access a range of business connectivity, IT, and cloud services, as well as specialist partners with industry specific solutions.
- ✓ We're not a big faceless corporation. It is this personal touch that really sets us apart. It means that our partners, your service provider, can get hold of us when they need to, and we can make sure everything is ticking along nicely – from placing the order, to getting you connected, to business as usual. And if something goes wrong, we act quickly. We believe that customer service and communication is as important as service delivery.
- ✓ To keep it simple, we can switch your existing service to run over our Faster Britain networks – hassle free, with no downtime.
- ✓ We install customers to our network quicker than the industry norm, often in days of the order being placed.
- ✓ We can also design bespoke solutions if an 'off the shelf' service doesn't give you what you need. We have the 'commercial flexibility' to work with you.
- ✓ Unlike other operators, we want to make the experience of consuming connectivity simple and straightforward. We use the latest technology which is easy to scale when you need even more connectivity umpf.

Our Faster Britain networks are on track to pass 25% of UK business premises by the end of this year – but even if our networks don't reach you yet, we can connect you through our trusted operator relationships, giving you exactly the same Faster Britain experience.

The Faster Britain network aims to pass

500,000

UK business premises by the end of 2022

Still unconvinced on why your business needs to make the switch?

Read on...

Resisting the change – the impact of poor connectivity

Put simply, if your connectivity is slow and unreliable, your business is slow and unreliable.

Even if you've made the switch from copper to fibre, if it's not full fibre, you will more than likely still struggle with speed and reliability when it comes to running applications requiring heavy bandwidth.

Many of the processes that keep your business alive could still be being carried out over a copper-based broadband service via ADSL or FTTC (often mis-named as fibre broadband or superfast broadband). The use of copper has been proven over time to be unreliable as a method to transmit data. Generally speaking, the longer the cable, the worse the signal.

Full fibre myths

Myth #1

Full fibre is expensive.

Any investment in your business infrastructure and day-to-day operations can carry a cost, but full fibre is a cost that fully covers itself given the money it will save you - and make for you - in the long run. Think lack of productivity and delays in communication leading to the loss of billable hours and income-generating opportunities. Put simply, it's more expensive not to invest in full fibre.

Myth #2

Full fibre is only needed for 'big' businesses.

It's understandable that owners of smaller businesses may feel that the need for full fibre is unnecessary, given the fact that bigger businesses will have bigger demands and perhaps bigger capabilities. It's important to remember that all businesses depend on fast and reliable connectivity in order to be efficient and effective in what they set out to do.

Myth #3

Full fibre requires a complex installation process.

Streamlined processes ensure that you and your teams can happily carry on with the day job, whilst installation professionals take care of service and existing data - seamlessly transferred over as part of a professional installation.

Myth #4

Full fibre connectivity requires a long tie-in.

Contract tie-ins with full fibre providers can be from as little as one year, although most businesses already getting ahead of the game prior to the copper switch-over are signing into five-year deals. The latest boom in full fibre uptake has normalised "contract buyout" options so you no longer have to wait to switch your current plan or provider.

With so many assumed myths, it's a matter of professional duty to make sure we provide only the most up-to-date, accurate and clear information possible, so that business owners just like you can make the most beneficial decisions for your business and its needs.

A full fibre full solution?

Full fibre connected businesses can switch from 100Mbps up to 10Gbps at the flick of a switch, meaning the product is suitable for organisations of all sizes, and operating at different stages of growth. The beauty of a full fibre solution is that it has the capability to do whatever a business needs as it scales, grows and thrives.

So, whilst a heavy duty bandwidth may not be required at the very start for an SME, for example, it's nice to know that a full fibre solution is one that suits their current needs in terms of speed, reliability and resilience - as well as one that builds the most solid foundations for future growth.

Product options for full fibre include those that concentrate on internet and cloud access with superior back-up capability, to support for private data networks and Direct Internet Access (DIA) on point-to-point circuits, to fully-bespoke, private networks as part of a business's own infrastructure.

Great businesses don't just focus on progress and profits - they care about people and the planet too.

By making use of existing infrastructure with modern installation methods, networks can be deployed faster than inferior products and with minimal physical or digital disruption.

As part of a greener, more productive, and technologically advanced movement in business, Faster Britain aims not only to contribute to better business through better connectivity. The movement is set not only to create countless jobs, pave the way for the future of STEM, and see the UK not only levelling-up in business, but also rising to the top to become a world leader in digital connectivity.

Is your business ready to set off on the gigafast highway?

Is your business on board for a Faster Britain?

Get in touch...

Telephone:

Email:

Website:

CLICK HERE TO
UPLOAD YOUR LOGO

Faster Britain
APPROVED PARTNER