



Fibre Broadband

Overview:

BT has committed to invest £1.5bn in the deployment of Fibre Broadband across the UK delivered over Fibre to the Cabinet technology. This will allow customers to benefit from broadband speeds of up to 40Mb download and up to 2Mb upload speed.

So far, this technology has been rolled out to only two exchanges (Muswell Hill in London and Whitchurch in Wales). BT customers in both areas will have the opportunity to join the trial, allowing them to be the first to benefit from the enhanced levels of speed.

Reasons to have Fibre Broadband:

Customers moving on to Fibre Broadband will benefit from greater levels of download and upload speeds, which is expected to translate into greater productivity and reduced costs.

Benefits of Fibre Broadband:

Higher speed

Up to 40Mb download speed and up to 2mb upload speed:

- File download and upload in seconds (quicker back-up, etc)
- No delay in bringing up internet pages
- Minimum line download speed of 15Mb
- 99.99% of customers should receive the full 2Mb upstream
- Professional engineer installation to make sure the wiring in your premises doesn't cause speed reducing interference

Greater productivity

Help drive more sales in shorter time by utilising:

- The latest applications over Fibre Broadband (salesforce.com)
- Video conferencing to put a face to your business (delivered faster over Fibre)

Reduced costs

Fibre Broadband helps you reduce costs by providing more time for your employees to drive sales (instead of waiting for downloads and uploads)

Features of Fibre Broadband:

- Lower call costs by taking advantage of VoIP delivered at best performance with Fibre
- A fibre optic cable will be run from the local exchange to a cabinet near the business premises, allowing the customer to get the Fibre to the Cabinet Broadband product
- From the cabinet to the business premises the line will be run over the existing copper network
- With Fibre Broadband, a download speed of up to 40Mb can be achieved and an upload speed of up to 2Mb
- Today's Broadband is delivered over ADSL technology; Fibre is delivered over the VDSL technology which requires customers to use a more updated version of the BT Business Hub (provided free of charge as part of the trial)
- No new PSTN line is required for joining this trial. Fibre Broadband will run over the existing PSTN line

Price:

Customers moving on to the Fibre Broadband trial (restricted to customers in Muswell Hill and Whitchurch) will receive Fibre Broadband free of charge during the duration of the trial. Openreach has announced that 29 exchanges will be enabled by early 2010. The price point for full launch has not yet been determined.

Offices Worldwide

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