

# GO BEYOND BROADBAND WITH BTNET.

THE INTERNET CONNECTION THAT DELIVERS  
AN UNBEATABLE PERFORMANCE.



- Rock solid reliability – we aim for 100% uptime.
- Unlimited use – no restrictions.
- Ranked No.1 in the UK by Netcraft.
- Only pay for the bandwidth you need.
- 24/7 support.

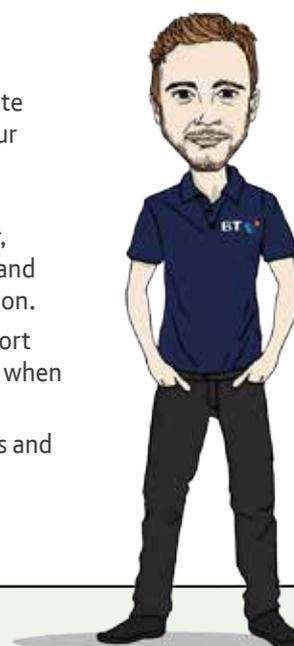
## GET THE ULTIMATE INTERNET PERFORMANCE FOR YOUR BUSINESS.

When your business depends on the internet, you need to know your connection's going to deliver a consistent performance. Not just in terms of reliability, but speed too. Waiting for information to upload and download wastes everyone's time and may dent productivity. With BTnet, you're never competing for bandwidth. That's the advantage of our leased-line service. It comes with 24/7/365 support, a target fix time of 5 hours<sup>1</sup> for any service issues and the ability to claim under our SLA from the first minute of any outage, which is unique to BTnet. Just a few reasons why we're ranked No.1 in the UK by Netcraft (2015).

## YOUR BUSINESS CAN DEPEND ON BTNET.

As well as a consistent, high-speed connection you can rely on, you'll also benefit from the following:

- **Reliability** – Even one minute of downtime can set your business back. BTnet aims to eliminate this. This is vital if you're running critical applications online or relying on cloud services. And it's an essential part of any business resilience plan.
- **Productivity** – When you've got deadlines to meet and customers needing an immediate response, you need internet speed you can rely on. BTnet fixes this once and for all. Your connection speed never drops – even at busy times. This means more work gets done – great for your bottom line.
- **Availability** – If your business relies on internet access or if you host a website or server, you need your connection to be always available. BTnet helps make sure that your site and services are always online, keeping your customers happy and protecting your reputation.
- **Reassurance** – We manage and install your Cisco routers, provide 24/7 Total Care support with a five hour target fix time<sup>1</sup>, 365 days a year. Peace of mind that we're always there when you need us.
- **Flexibility** – Adjust your bandwidth to suit your business needs. Turn it up at peak times and down when you're less busy.



## BTNET – FEATURES AT A GLANCE.

### Low cost.

- Free connection available (subject to survey).

### Reliability.

- 100% target availability.
- Dedicated bandwidth – ensuring all your applications can work smoothly at all times.
- Target fix time of just five hours for faults<sup>1</sup>

### Availability.

- Speeds from 2Mb up to 10Gb available.
- Uncontended access – peace of mind with dedicated access.
- Symmetrical download and upload speeds as standard.
- Unlimited static IP addresses.

### Productivity.

- Unlimited data/use – no caps, no restrictions.
- Track your bandwidth usage over time (daily/weekly/monthly) using your free online portal.
- Industry-leading SLA latency target of under 20ms (UK).

### Reassurance.

- We provide and manage your Cisco routers (or choose our 'wires only' service).
- A wide range of resilience and diversity options available.
- Proactive DDOS monitoring available.
- Market leading SLA – with the added reassurance of money back if they're not met.

## SAVE MONEY AND BE MORE PRODUCTIVE WITH IP VOICE ON BTNET.

Would you like to reduce call costs across the business? BTnet makes it simple by letting you make IP Voice calls using SIP (Session Initiation Protocol). These calls are routed over your internet connection, rather than your traditional phone network. Quality of voice calls is assured thanks to our Quality of Service (QoS) support. It's not just more cost effective, there are other benefits too.

- Works on any device, anywhere – as long as you're online.
- Crystal clear call quality – voice is given priority over data.
- Useful for mobile employees and remote workers.
- All the features of a traditional phone system and more.

Your IP phone system can be located at your premises. Or take the maintenance-free option by letting us host your virtual IP phone system in the cloud.



The service has been excellent. BTnet is performing very well. I just wish I had implemented it sooner.



STEPHEN ALLIX,  
FINANCIAL CONTROLLER, PLASTIQUE.

### HERE'S HOW BTNET COULD HELP A BUSINESS LIKE YOURS.

These customers are making the most of what BTnet has to offer.



#### Financial trader, working from home.

Nick monitors the world's stock markets at all times of day. He needs real-time data to make swift decisions. Although he doesn't need a lot of bandwidth to do this, he does need a totally reliable internet connection like BTnet, with its ultra-low latency. If he loses his connection or there's a delay, he'll miss the crucial moment to buy or sell at the best price.



#### IT manager of a secondary school.

Carrie is the IT manager at a small school. Teachers and pupils all need to use the internet to share resources, stream videos, and download information from the web. BTnet is perfect for Carrie because the school's internet speed won't slow down, even when several classes are online. What's more, because the school has a 100 Mbps pipe, she's future-proofed for even the busiest times of the year.



#### Manager of a successful online business.

Saul uses his e-commerce website to sell to customers worldwide, 24 hours a day. He hosts lots of videos and images. Guaranteed, reliable upload bandwidth is critical: an internet connection less stable than a BTnet Leased Line could cause his website to slow down – or even crash – during busy times. This would lose Saul both orders and credibility, damaging future sales prospects.

# BTNET – HOW DOES IT COMPARE TO OTHER INTERNET OPTIONS?

We want you to feel confident that you're making the right choice for your business. So here's an overview of the differences between internet connection options.

Businesses who:	Broadband	Fibre Broadband	BTnet
Need high speed internet.	✓	✓	✓
Need guaranteed symmetrical speed of up to 10Gb.			✓
Send large files.		✓	✓
Run business-critical applications online.		✓	✓
Want the very best possible performance when running IP Voice or Cloud applications.			✓
Want unlimited data usage without any restriction.			✓
Need a money back SLA for peace of mind.			✓
Don't want to share bandwidth with anyone.			✓
Host a website or web application.			✓
Host an email server with 40+ accounts.			✓
Need to change bandwidth speed for short periods of time.			✓
Stream business media to the internet.			✓
Need internet with resilience options.			✓

# 10 THINGS TO LOOK FOR IN A LEASED LINE PROVIDER.

Not all dedicated internet services are the same. When you're investing in new technology, you want to make sure it's going to suit your needs and help improve your business. So before you sign on the dotted line, here's a handy checklist of things worth considering.

- 1. Target service availability.**

Anything less than 100% means your business may be expected to be without the internet for a period of time. 99.9% equates to 8.8 hours expected downtime per year. When you factor in the cost of labour, loss of sales/orders and decline in credibility, it can have a serious impact on revenue.
- 2. Service Level Agreement (SLA).**

Always read the small print to make sure you're fully covered, both for problems with the circuit and the network. Check that the SLA covers the end-to-end solution, especially if some components are being provided by a third party, and understand the impact of this on the SLA.
- 3. Claiming against the SLA.**

How much is paid out? Can you claim the moment a fault is reported, or do you have to wait a certain number of hours? The longer your claim time, the more damage is potentially done to your business. It could also mean the provider's engineering resources are stretched.
- 4. Payment.**

Always check for up-front connection costs and any hidden fees. Look out for any differences in the price when paying either monthly or quarterly. Some providers charge significantly more to pay monthly than annually.
- 5. Your own dedicated bandwidth.**

With dedicated internet access, you'll have your bandwidth all to yourself. Check the small print to make sure the circuit and any internet traffic is 'uncontended' from your site all the way out to the internet. And get this confirmed in writing.
- 6. Room to grow.**

Can you change your bandwidth easily? Be aware of the costs and timescales of flexing bandwidth – can you raise it to accommodate growth or lower it to save money in quieter periods? How long does it take to flex?
- 7. Installation and delivery.**

Be aware of who installs and delivers the service. Some providers use third parties and this can impact performance and response times. Check your SLA to see what compensation payments are made for delayed delivery.
- 8. Latency.**

This is the time between the original request for data and when the data actually starts to transfer. Poor latency is bad news. It means applications will be less responsive. Users accessing the websites you host will experience slow loading times. IP Voice and Cloud services also suffer. Confident suppliers will quote real-time latency stats online.
- 9. IPv6.**

IPv4 address space is running out. So to future proof your service, your leased line should be provided with IPv4 and IPv6 address space, so that when your business is ready to move to IPv6, your internet access is already enabled. You'll avoid the disruption of having to reinstall and potentially needing to change providers.
- 10. What's included?**

Do you know what's included in your internet service, where the value really comes from, and what's an extra? Understanding this from the outset will help you to avoid any hidden surprises.



WHY BT

## WHY BT IS BEST FOR DEDICATED INTERNET ACCESS.

- BT is the UK market leader – more companies trust us to supply their guaranteed internet connection than any other provider.
- We have a market-leading target of 100% service availability so your business is always online – supported by a money-back Service Level Agreement should we ever fail to meet that target. We're so confident in our service performance that we share live performance statistics at <http://ippm.bt.net/europe/hour/index.shtml>
- We've invested in our Ethernet network to ensure excellent coverage and our pricing is packed with value. We've also rolled out EFM (Ethernet in the First Mile) and can now reach 82% of UK business premises with this low cost option. We're also expanding our coverage and delivery capabilities with our new GEA (Generic Ethernet Access) options using FTTC and FTTP delivery.
- Total Care maintenance means we're available 24/7, 365 days a year and we aim to fix faults in five hours, even on Christmas day.
- We've been providing leased lines for almost two decades. Our unrivalled experience and breadth of portfolio means we can help you improve your setup to gain a competitive advantage, while achieving greater cost savings.

1. Ethernet in the First Mile (EFM) and Generic Ethernet Access (GEA) services have a target fix time of 7 hours.

### Offices Worldwide

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