



## Access

# easynet Business Broadband

**easynet Business Broadband services provide a range of low-cost, always-on Internet connectivity options up to 2Mbps for home workers and businesses of all sizes throughout the UK. easynet is also delivering advanced Broadband for Business up to 8Mbps via local loop unbundling (LLU) in metropolitan areas. You can be assured of an industry-leading solution for your business broadband needs; easynet's solutions are unique in the market - we are the only Business Broadband provider able to supply both SHDSL and high-speed ADSL in the UK.**

Based on DSL technology, **easynet Business Broadband** solutions are revolutionising business communications, providing high-speed digital access to the Internet simply by exploiting the full potential of existing copper telephone lines that already reach the vast majority of businesses throughout the UK.

Offering speeds up to 100 times faster than traditional dial circuits that use v90 modems or ISDN, **easynet Business Broadband** makes affordable, high-speed bandwidth a reality for business users at a fraction of the cost.

The use of ADSL (Asymmetric Digital Subscriber Line) technology provides an ideal means for multiple users to share access to the Internet. With ADSL, the downstream channel uses a greater proportion of the available bandwidth than the upstream transmit channel, matching the typical profile of Internet traffic for many businesses.

**easynet Business Broadband** provides a simple, fast and low-cost way for our customers to deliver next generation broadband applications and ecommerce services over an existing telephone line.

easynet is one of the few ISP's who are able to offer a total solution for the supply of integrated telecommunications and Internet products and services.

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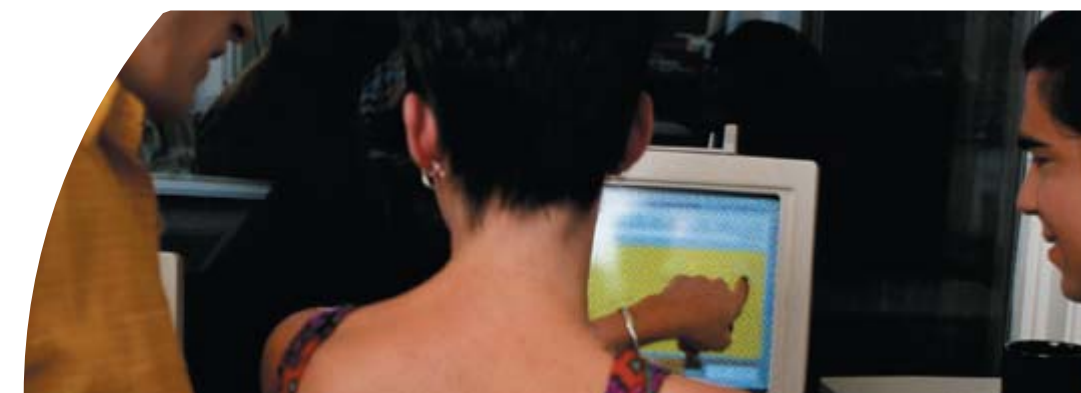
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ISPA Internet Industry Award Winner 1999, 2000 & 2001  
IIR European ISP Forum 2000 & 2001 - Best Business ISP



## Service Benefits

### Permanent Internet Connection

**easynet Business Broadband** is an always-on service, meaning that you have a permanent and dedicated connection to the Internet 24x7. **easynet Business Broadband** provides instant access to email and web-based resources, without dialling and with no busy tones or disconnects.

### Cost effective

There are no call charges for **easynet Business Broadband**, only an initial connection charge and a monthly rental fee (payable on a quarterly or annual basis). This allows you to budget accurately for your Internet access charges. In many cases, an **easynet Business Broadband** service often works out to be less expensive than a dial account.

### High speed access

**easynet Business Broadband** exploits the full potential of a telephone line, supporting downstream speeds up to 2Mbps for customers located within approximately 3.5km of the local DSL-enabled telephone exchange. Customers at longer distances (up to 5.5km) from the exchange or with lower than average line quality can typically receive service at up to 0.5Mbps. Finally, customers located where easynet has unbundled the main BT exchange may have access to easynet's advanced DSL services, with downstream speeds as fast as 8Mbps. For the current status of easynet's LLU plan, please contact your local easynet office.

### Scalable business solution

**easynet Business Broadband** includes a business-class Ethernet router, that allows single users or entire LAN-based office networks to access the same connection. easynet provides customers with a choice of Internet addressing options matched to the configuration of their network.

### Protect your business assets

By definition, DSL provides a permanent connection to a world-wide network of organisations, individuals, businesses and services. easynet recommends that every **easynet Business Broadband** customer consider an appropriate security policy that controls access to your company resources and data from the internet and vice versa. easynet can provide a broad range of options to increase the integrity and security of your network.

### Value-added services

**easynet Business Broadband** provides a highly economical means of providing general purpose Internet access to businesses of all sizes. It provides companies with the flexibility to self-select additional IP services that they need. From its carrier-class hosting centre in the City of London, easynet can provide a broad range of managed resources and applications, including mail, virus and content filtering, web space, managed firewall, security and VPN services. **easynet Business Broadband** is just one of a wide range of both narrowband and broadband access technologies that can be implemented for businesses of all sizes, from traditional dial-access, to routed ISDN to carrier-class leased services up to 622Mbps.

### Service reliability

**easynet Business Broadband** is backed by 24-hour technical support for any connectivity problem at any time. A managed router is provided as part of the service, with replacement cover available, in the event of a fault. To ensure reliable access to BT's nationwide network of DSL-enabled exchanges, BT has multiple 155Mbps connections to easynet's core network. easynet is working closely with BT to evolve the product options and service levels available to easynet customers.

At exchange locations, where we have unbundled access, easynet has full end-to-end control over the quality and reliability of the services provided from the customer premises router to the Internet. easynet can also enhance the resilience of your **easynet Business Broadband** line with ISDN back-up and Total Care Pack service level guarantee options.

## easynet Business Broadband Range

Broadband Internet access services from the UK's leading independent supplier of Business Broadband services

### Service includes:

- Pre-configured DSL/Ethernet router, DSL-enabled phone line and IP allocation
- Standard DSL services to 2Mbps available at over 1,000 local exchanges
- Symmetric DSL services to 2Mbps available in key city centre exchanges
- Advanced DSL services to 8Mbps available in key city centre exchanges
- Standard IP address allocation at no additional charge
- Installation within 10 working days (subject to successful line survey)
- Internet connection via easynet's core SDH/IP network to major European peering points
- 24x7 technical support, with escalation to BT where appropriate
- Enhanced service options at unbundled exchanges: ISDN back-up; Total Care Pack service level guarantee options

Service	Maximum Downstream Bandwidth	Maximum Upstream Bandwidth	Availability
<b>easynet Business Broadband Standard 500</b>	0.5Mbps	0.25Mbps	Nationwide
<b>easynet Business Broadband Standard 1000</b>	1.0Mbps	0.25Mbps	Nationwide
<b>easynet Business Broadband Standard 2000</b>	2.0Mbps	0.25Mbps	Nationwide
<b>easynet Business Broadband Max 4000</b>	4.0Mbps	0.75Mbps	Selected exchanges
<b>easynet Business Broadband Max 8000</b>	8.0Mbps	0.75Mbps	Selected exchanges
<b>easynet Business Broadband Pro 500</b>	0.5Mbps	0.5Mbps	Selected exchanges
<b>easynet Business Broadband Pro 1000</b>	1.0Mbps	1.0Mbps	Selected exchanges
<b>easynet Business Broadband Pro 2000</b>	2.0Mbps	2.0Mbps	Selected exchanges