

Fibre broadband

Helping your business boost its communication capability

Fibre broadband is currently rolling out across the UK, with many millions of businesses already able to take advantage. It's having a massive impact for small and medium sized businesses in particular though – helping them enjoy benefits that until now, have been reserved for larger corporate enterprises.

Video conferencing and live document sharing used to scream of slow set up and jerky images. In fact, for years, it was the preserve of big corporates with high speed Ethernet connections and dedicated conferencing suites.

The arrival of fibre broadband has revolutionised the way smaller businesses now communicate with their customers and suppliers. Web and video conferencing is now more accessible than ever. This, in turn, offers a range of related benefits and opportunities.

Increase team productivity

For many business, it's not unusual to have satellite offices across the country. Although most of these offices will use phone calls, email, or instant messaging to stay in touch, a lack of face-to-face communication can cause misunderstanding over objectives and even slow the progress of vital projects.

Using conferencing tools to share documents or even see each other increases alertness and helps teams focus on what is being discussed. As a result, those involved are better aligned and projects are completed more efficiently.

Reduce travel costs

Although being face-to-face with your customers, suppliers and colleagues can never be replaced, conferencing allows you to be effective in several places back-to-back, without ever leaving your office.

When you calculate the annual costs associated with face to face alternatives, e.g. petrol, airport transfer, rail/plane tickets, meals, time lost in travel, etc. the potential savings can be significant.

Better engagement & strong relationships

Video conferencing allows participants to see facial expressions and body language – something not possible with a basic telephone call. Adding these can drive better understanding and collaboration, and will keep participants better engaged too.

In situations where a business may not be able to afford frequent visits to important customers or suppliers, using technology instead can dramatically improve working relationships all round.

Deliver a better customer experience

Better communication can directly strengthen customer loyalty, but it can also lead to more efficient working internally, which could translate to faster product launches for example. And if issues arise, there is a good chance they will be fixed faster too!

As a result, you could see increased confidence in your business's ability to deliver, giving you the competitive edge and encouraging your customers to return time and time again.

The power of conferencing

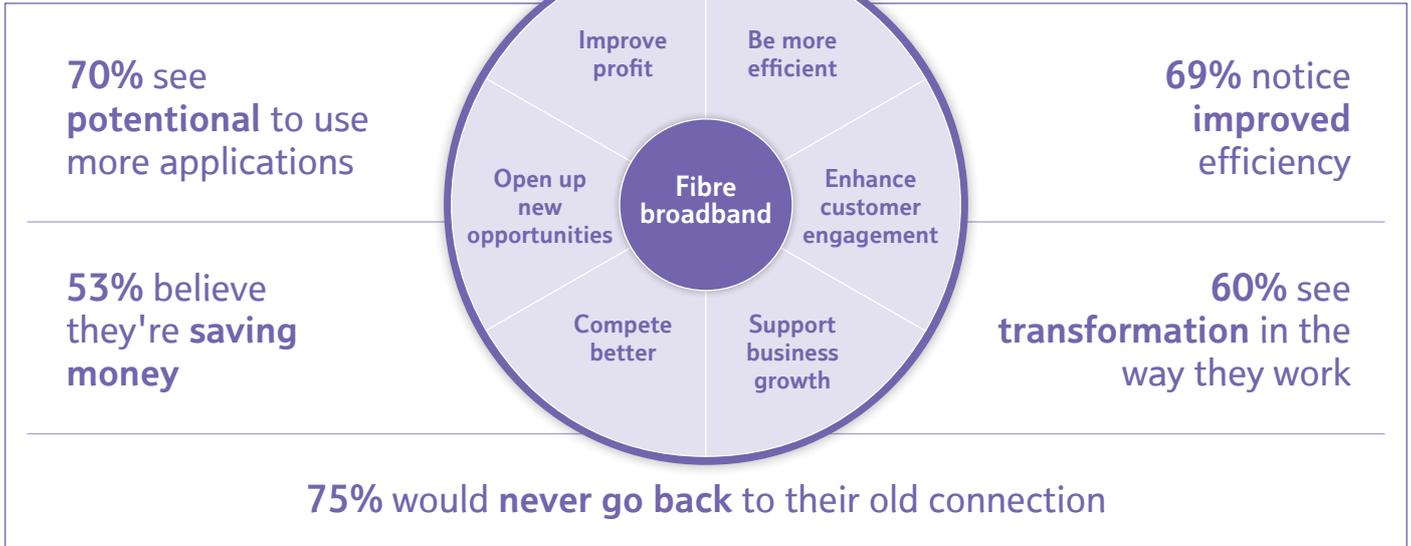
Conferencing is not just about being face to face without leaving your desk! It's also about being able to visually demonstrate a new product, share a proposal or even make live updates to complex documents – without the frustration caused by a slow connection.

A live video or web conference is much more effective than a phone call in many situations. Seeing what you are discussing is powerful and can eliminate potential misunderstandings at source – helping you get down to business more quickly and efficiently.

Communicate more reliably
with your customers and
reduce the need for costly,
time consuming travel.

Could you tap into a whole new world of business opportunities?

Fibre broadband is already helping many small businesses across the UK:



Research conducted by Jigsaw on behalf of Openreach in 2013

Standard broadband, fibre broadband or Ethernet? Which is right for you?

Upgrading from standard ADSL broadband to fibre broadband offers businesses increased speed, reliability and excellent value for money. For some businesses though, even faster repair, guaranteed availability and additional back-up options of a dedicated Openreach supplied Ethernet service are what is really needed.

Features	Standard ADSL broadband	Fibre broadband	Ethernet
Upload speed	 Up to 3Mbps	 Up to 20Mbps	 Our Ethernet services are provided to service providers with dedicated upload and download speeds of 10Mbps, 100Mbps or 1Gbps
Download speed	 Up to 20Mbps	 Up to 80Mbps	
Enhanced security (IL2*)	No	Yes	Yes
Time to install			
Estimated time to repair			

Fastest



Slowest

*Impact Level 2 assurance certifies the security level of a network.

Your service provider will be able to discuss the options in more detail and help you decide what is best for your business.

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 Produced by Openreach.
 Designed by Westhill.co.uk

PHME 83655

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