The SME connectivity jargon buster

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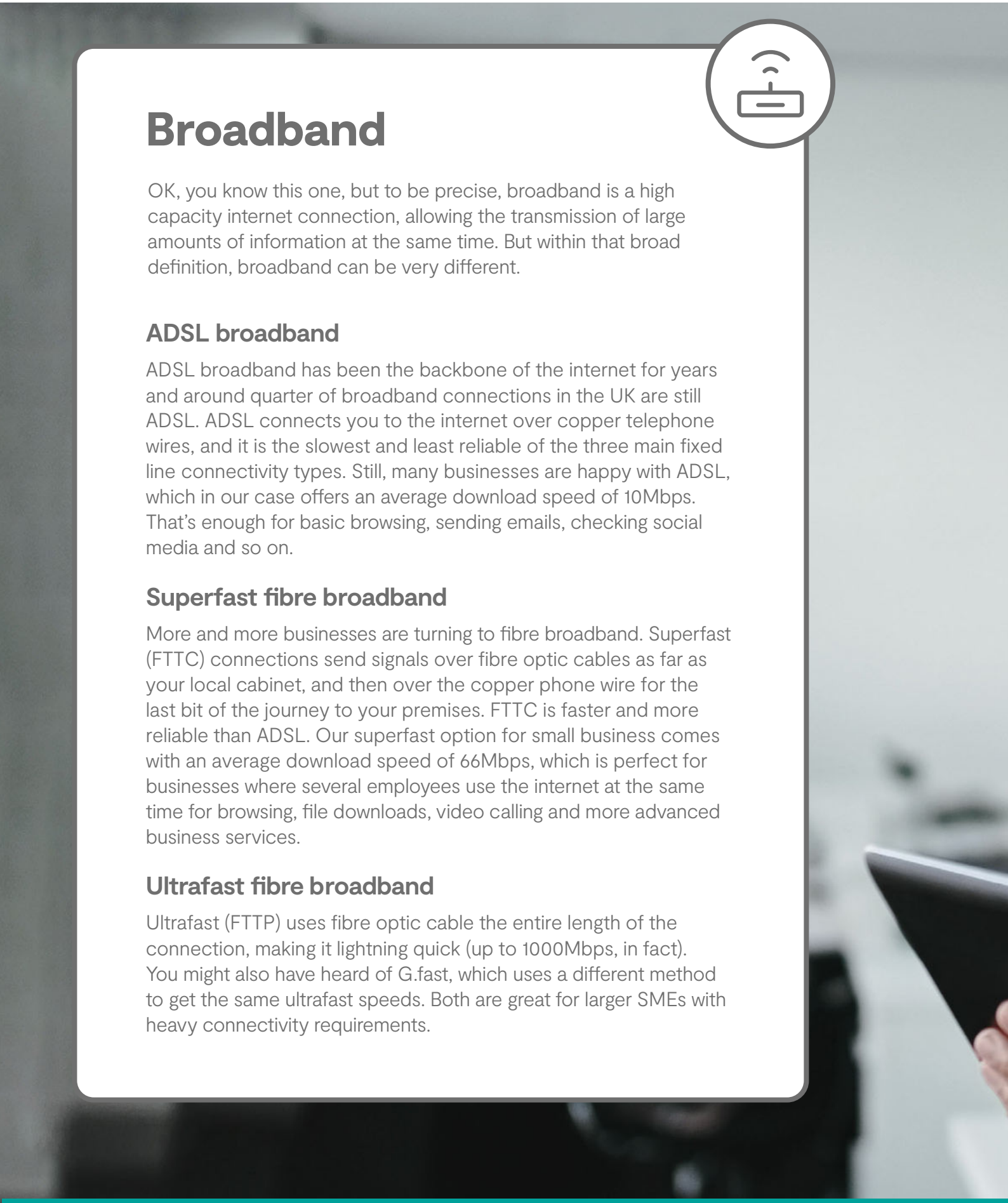

Broadband

OK, you know this one, but to be precise, broadband is a high capacity internet connection, allowing the transmission of large amounts of information at the same time. But within that broad definition, broadband can be very different.

ADSL broadband

ADSL broadband has been the backbone of the internet for years and around quarter of broadband connections in the UK are still ADSL. ADSL connects you to the internet over copper telephone wires, and it is the slowest and least reliable of the three main fixed line connectivity types. Still, many businesses are happy with ADSL, which in our case offers an average download speed of 10Mbps. That's enough for basic browsing, sending emails, checking social media and so on.

Superfast fibre broadband

More and more businesses are turning to fibre broadband. Superfast (FTTC) connections send signals over fibre optic cables as far as your local cabinet, and then over the copper phone wire for the last bit of the journey to your premises. FTTC is faster and more reliable than ADSL. Our superfast option for small business comes with an average download speed of 66Mbps, which is perfect for businesses where several employees use the internet at the same time for browsing, file downloads, video calling and more advanced business services.

Ultrafast fibre broadband

Ultrafast (FTTP) uses fibre optic cable the entire length of the connection, making it lightning quick (up to 1000Mbps, in fact). You might also have heard of G.fast, which uses a different method to get the same ultrafast speeds. Both are great for larger SMEs with heavy connectivity requirements.

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availability service level agreements come with our ethernet leased lines along with 24 hour support.

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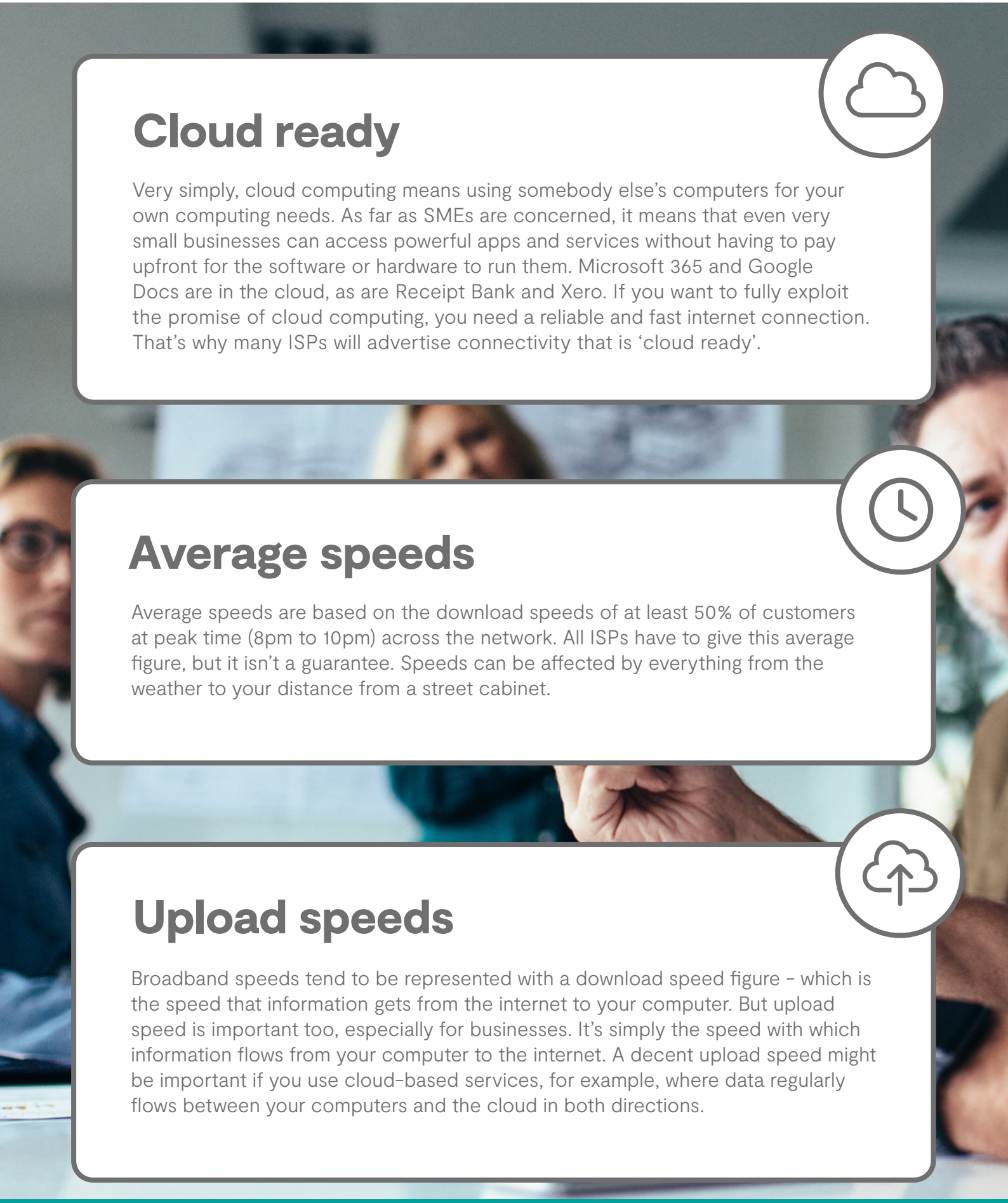

Cloud ready

Very simply, cloud computing means using somebody else's computers for your own computing needs. As far as SMEs are concerned, it means that even very small businesses can access powerful apps and services without having to pay upfront for the software or hardware to run them. Microsoft 365 and Google Docs are in the cloud, as are Receipt Bank and Xero. If you want to fully exploit the promise of cloud computing, you need a reliable and fast internet connection. That's why many ISPs will advertise connectivity that is 'cloud ready'.

Average speeds

Average speeds are based on the download speeds of at least 50% of customers at peak time (8pm to 10pm) across the network. All ISPs have to give this average figure, but it isn't a guarantee. Speeds can be affected by everything from the weather to your distance from a street cabinet.

Upload speeds

Broadband speeds tend to be represented with a download speed figure – which is the speed that information gets from the internet to your computer. But upload speed is important too, especially for businesses. It's simply the speed with which information flows from your computer to the internet. A decent upload speed might be important if you use cloud-based services, for example, where data regularly flows between your computers and the cloud in both directions.