

BUSINESS BROADBAND

FOR BEGINNERS

Choosing the right business broadband service can be confusing. There are many different options. If you make the wrong choice, it can have serious consequences. You might get stuck with a service that regularly under performs or find you are paying for capacity you will never use. That's why Modern Networks have produced this brief guide to business broadband.

ADSL

ADSL (Asymmetric Digital Subscriber Line) uses copper telephone lines to send data from your nearest exchange to your office. The greater the distance between the exchange and your office, the slower your Internet connection will be (this is known as attenuation).

ADSL is cheap and easy to install. It's reliable over shorter distances.

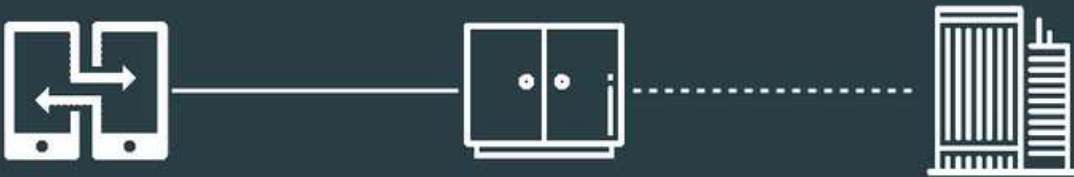
FIBRE

Fibre broadband sends data as a beam of light down a cable the width of a human hair. It's fast, wide bandwidth, and almost no signal loss over long distances. One fibre optic line can hold as much information as thousands of copper cables.

Fibre is great for firms with many users using lots of applications sharing lots of data.

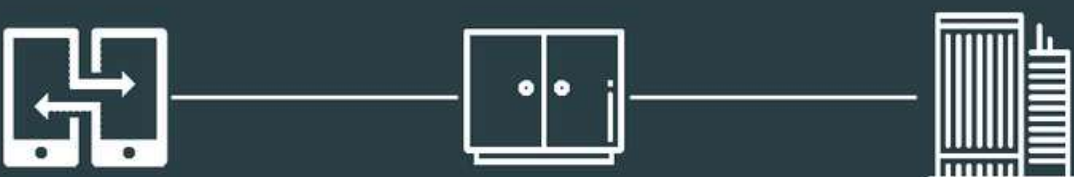
FIBRE TO THE CABINET - FTTC

FTTC is the most common type of business broadband in the UK. This uses a fibre optic connection from your provider to a cabinet in the street near your business. It then uses copper cable from the cabinet to your building, which can affect performance. FTTC is quick and cheap to install because it uses the existing infrastructure.



FIBRE TO THE PREMISES - FTTP

FTTP is a fibre optic connection that runs directly from your provider into your building, without any copper cable to slow things down. The connection will achieve truly whopping speeds. FTTP takes a little longer to install and costs a little more.



CONTENTION

Sharing a broadband line is common practice. However, it can affect performance. This is known as 'contention'. If all businesses are online at the same time then the overall broadband speed might drop noticeably.

Contention can be a big problem for ADSL, for fibre it's less of an issue.

SPEED

The upload speed controls how fast you can upload data from your computer to the Internet e.g. how quickly you can send emails and share data. The download speed controls how fast data moves from the Internet to your computer. The download speed has the most noticeable user effect. The faster the speed, the better the experience.

SYMMETRY

A symmetrical broadband connection provides equal upload and download speeds. An asymmetrical broadband connection provides unequal upload and download speeds. Traditional ADSL is asymmetrical. Typically, the download speed is faster as this affects user experience.

LEASED LINE

A leased line is a dedicated broadband connection. Rather than sharing a broadband line with your neighbours, you have one all to yourself.

Benefits include:

- Dedicated broadband, no contention
- Great bandwidth & upload speeds
- Reliability
- Security
- Service guarantees (SLA) & customer support.

STATIC IP

A static IP address enables you to remotely access your computer from anywhere, host a website, run a server, operate CCTV and use Cloud telephony services.

MOBILE

Mobile broadband uses mobile networks to send data over 3G and 4G services just like your smartphone. Mobile broadband is portable, reliable and secure. However, slower speeds than fixed line broadband mean it is only suitable for light business use.

To learn more about Modern Networks range of business broadband, mobile and Cloud telephony solutions contact our sales team now.

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