

# FTTP

## Broadband service

Enjoy guaranteed speeds, improved reliability and future-proof connectivity



## What is FTTP Broadband?

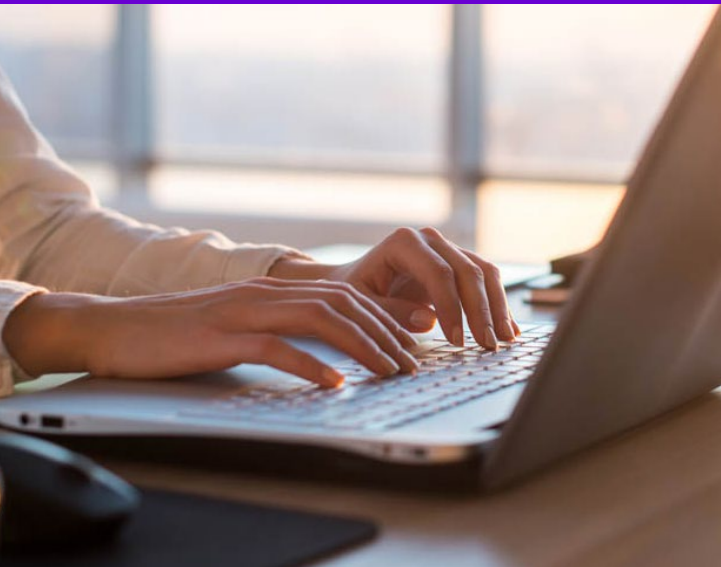
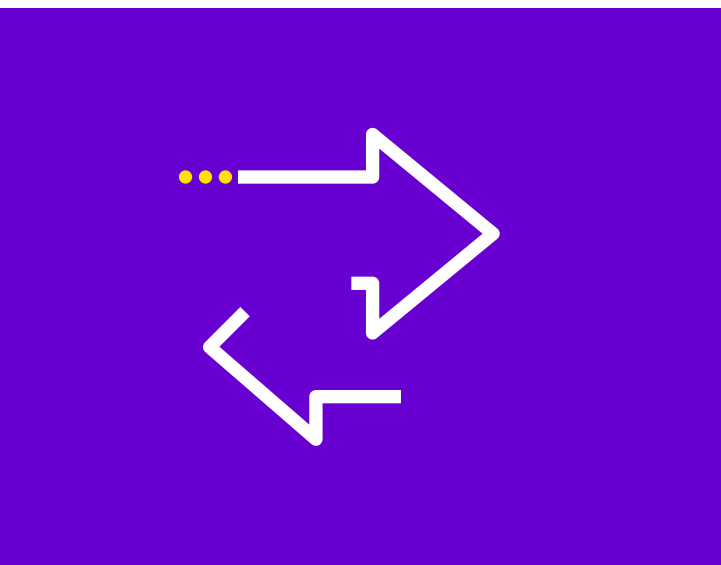
FTTP stands for Fibre To The Premises, and it is interchangeably referred to as 'Ultrafast' or 'Full Fibre' broadband delivering speeds up to 1Gbps.

It is a pure fibre connection from the exchange into your business so, unlike FTTC where broadband is delivered via fibre optic cables only as far as the cabinet, FTTP uses cable across the entire distance to your business, resulting in the ability to deliver broadband speeds far higher and more reliably than a typical FTTC connection.

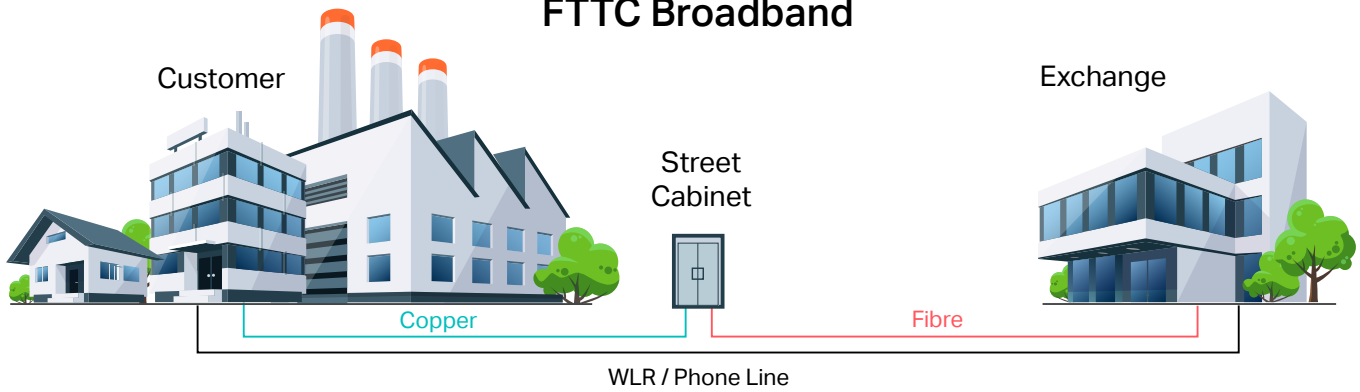
With FTTP, your business can work to its fullest potential, even at the busiest times.

Once installed, FTTP is far more stable than alternatives and delivers committed speeds irrespective of the cable run distance. With FTTP there is no "up to" bandwidth. The bandwidth that you buy is the bandwidth that you will obtain over your local access tail. Another advantage of a full fibre connection is there's no longer any need for an old-fashioned phone line, the copper connection is totally unnecessary, so you don't need to pay any line rental.

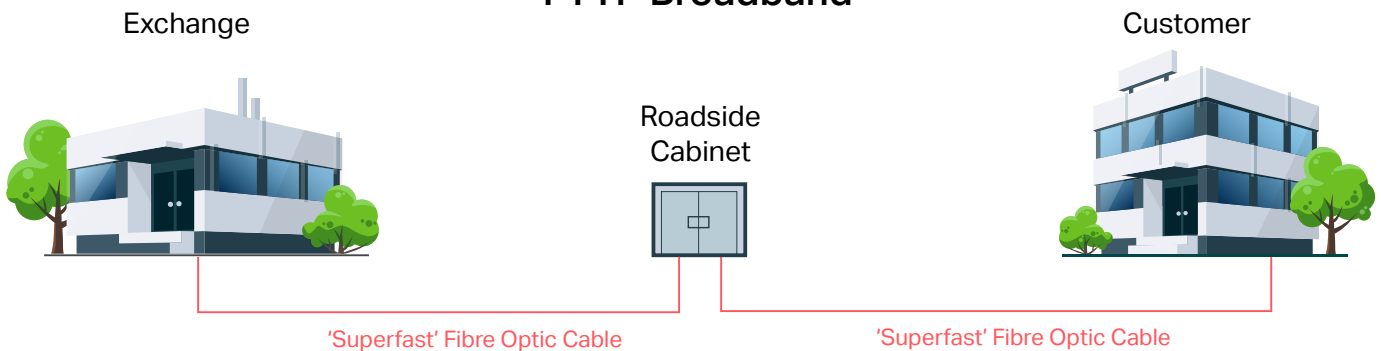
However, the availability of FTTP across the UK is still a bit of a postcode lottery. This is changing all the time and will gather momentum as the UK moves to an entirely All-IP network in the next few years. By working with all the main suppliers, we can offer a great range of full-fibre products.



## FTTC Broadband



## FTTP Broadband



## Benefits of FTTP

### More speed

Faster speed and reliability in transmitting signals along the fibre cables means that uploading and downloading speeds are faster than ever before, and high-quality media can be streamed with ease. Cloud-based apps like Horizon Contact and Microsoft Teams Direct Routing run without a hitch, even with plenty of users. Everyone can work at full tilt without worrying about the internet slowing down. Reduced latency and jitter make video calls so sharp you'll feel like you're in the room.

### Increased reliability

FTTP lines are very reliable, as they are immune to interference and do not suffer the signal attenuation experienced by copper lines carrying traditional broadband services to the premises. As a result, ultrafast FTTP broadband services deliver significantly higher speeds and are more reliable. And fibre optic cables are generally more durable than copper, since the materials they are made from

are less susceptible to water damage, and they also last a lot longer: fibre optic cables can run for around 40 years without needing to be serviced.

### Future-proof

FTTP represents part of the 'next generation' of broadband, offering speeds that will seriously increase your capabilities, productivity, and output, and removing any reliance on copper-based PSTN which will be switched off in 2025.

### Business essential

FTTP enables companies to benefit from efficiency improvements and cost savings, through improved online marketing, ordering, and invoicing, enhanced video conferencing and VoIP services and improved access to cloud-based services. In businesses where multiple employees share a single broadband connection, ultrafast FTTP broadband ensures productivity is not affected at peak usage times.

If you would like to talk to us about FTTP, contact us today.

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