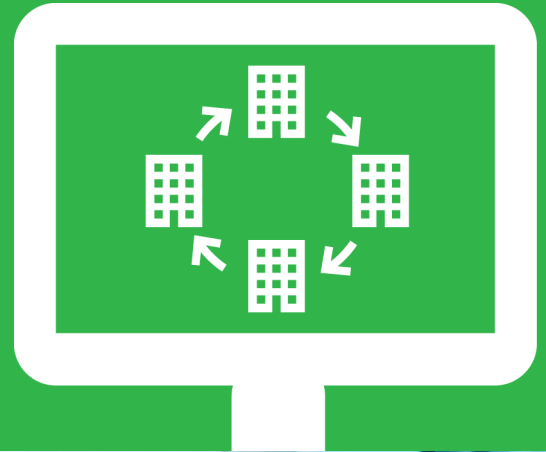# Data Services

Reliable,
high-speed
data connectivity

Discover business-grade, high-speed data connectivity

Our family of data services includes Broadband (with FTTC and Converged Voice and Data), Ethernet and Converged Private Networks (CPN), provided across our UK-wide network. These services are suitable for businesses of all sizes, from single site to multi-site locations and are designed to support the continual demands for faster data access.
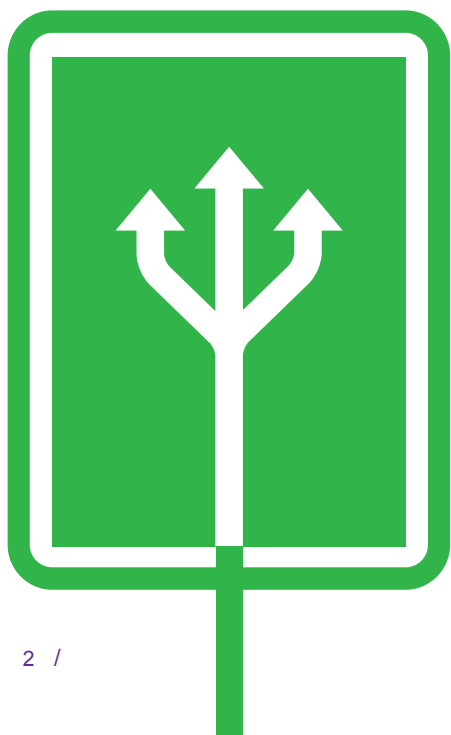
With more and more applications moving from customer premises and into the cloud, it's essential for you to be able to connect your business and workforce reliably and at high speeds. Our data services provide this essential connectivity platform on which you can run your business communications and converge both your voice and internet connections onto a single network, delivering cost savings and assured service quality.

With a diverse data services portfolio including Broadband, Ethernet and MPLS enabled Converged Private Networks, we have the right service for supporting voice and business-critical applications across any number of sites.

99.9%

Broadband is available to over 99% of UK businesses and superfast fibre broadband is available to over 25 million premises*.

*May 2016

Why use our data services?

High-performance connections

Our services are ideal for applications that need assured throughput across a high-performance, low-latency network, underpinned by a robust Service Level Agreement (SLA).

Unrivalled network quality and reliability

As a market leader in IP telephony, we know the importance of the underlying network delivering a quality, reliable voice service. Not only have we built the IP telephony services but we also supply the underlying network, giving you an unrivalled end-to-end service.

Enabler for cloud services

As you move applications and services to the cloud, you can feel confident that we can give you the right connection for reliable and high-quality access to these services.

Cost savings through convergence

We can provide voice communications and internet over a consolidated, Quality of Service (QoS) enabled network, giving significant savings without sacrificing service performance or quality.

National network

Our national next-generation network is the product of millions of pounds of investment and provides the ideal platform for the applications and services core to your business.

Single supplier

Reduce your supply chain management overhead and benefit from having just one supplier, one bill and a single point of contact.

Your journey to faster data speeds

Our Broadband and Ethernet products are available in a wide variety of flavours to suit businesses of every size, from sole-operator, through to SME and enterprise. And because we only provide our services to business customers, everything in our data services portfolio is free from heavy consumer traffic, which means you'll get great connectivity speeds, whatever the time of day, allowing them to focus on growing your business.

Which service is right for your business?

Small/home office

Small - medium office

Staff: Up to 10 users Sites: 1

Requirements
• New and existing circuit solutions
• Very competitive pricing

Use of data
• Essential internal and external communications
• Supports multiple data users
• Website access

RECOMMENDATIONS

Broadband - FTTC
• Speeds: up to 80Mbps downstream and up to 20Mbps upstream
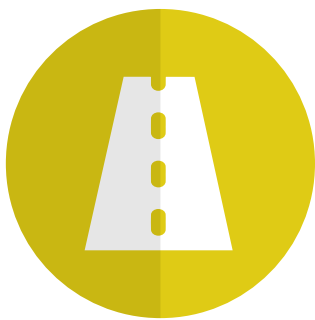
Broadband - ADSL 2+
• Speeds: up to 24Mbps downstream and up to 1.3Mbps upstream

Converged Broadband
• FTTC or ADSL 2+

Converged IP Voice option available

Medium - large office

Staff: 5-20 Sites: 1-2

Requirements
- Homeworkers with online requirements
- Voice-enabled services

Use of data
- Website, browsing, email, online docs
- File transfer
- Voice-enabled for hosted and SIP services
- Cloud-based services

RECOMMENDATIONS

Fibre Broadband
- Speeds: up to 80Mbps downstream and up to 20Mbps upstream
- Unlimited usage available
- 10-day installation lead time

FTTC Ethernet
- Speeds of up to 80Mbps
- Dedicated and symmetrical bandwidth
- Reliable service with SLA - 8hr fix*
- 24/7 monitoring and UK-based helpdesk
- 20-day installation lead time

Ethernet in the First Mile (EFM)
- Speeds of up to 35Mbps
- Dedicated and symmetrical bandwidth
- Reliable service with SLAs - 8hr fix*
- 24/7 monitoring and UK-based helpdesk
- 30-day installation lead time

Fibre Ethernet
- Speeds of up to 1Gbps
- Dedicated symmetric bandwidth
- Reliable service with SLAs - 6hr fix*
- 24/7 monitoring and UK-based helpdesk
- Up to 60-day installation lead time

Converged IP Voice option available

Large - multi office

Staff: 20-200 Sites: Multi

Requirements
- Heavy data usage
- Data is business critical
- High-quality service for voice and video
- Dedicated, managed service
- Security and resilience

Use of data
- High-speed internet access
- Large file transfer
- In-house hosting
- Video conferencing
- Voice-enabled for our hosted and SIP services

RECOMMENDATIONS

Fibre Broadband
- Speeds: up to 80Mbps downstream and up to 20Mbps upstream
- Unlimited usage available
- 10-day installation lead time

Fibre Ethernet
- Speeds of up to 1Gbps
- Dedicated symmetric bandwidth
- Reliable service with SLAs - 6hr fix*
- 24/7 monitoring and UK-based helpdesk
- Up to 60-day installation lead time

Converged Private Networks
- Extensive range of access types
- High availability next generation firewall
- Network monitoring and management
- Prioritisation of crucial business apps
- Up to 60-day installation lead time

Converged IP Voice option available

Clock hours

Portfolio overview: Next-generation Broadband

Our full range of Broadband services includes Fibre Broadband using Fibre to the Cabinet (FTTC), Converged Broadband and Assured Broadband dedicated to our voice services.

Our Broadband is designed exclusively for the business market – offices and homeworkers. Our network has been built to provide high-quality products and services and this is supported by a highly-skilled group of UK-based support staff and engineers. Our unique Assured services are designed for IP telephony, whether it's for Gamma SIP Trunks or our Cloud PBX service.

Broadband

We offer a full range of business Broadband services and the following options:

• Business Care – 22 hour fix time SLA*
• Expedite the installation time for new circuits
• Regrade to different Broadband products
• Additional IP addresses (standard is one free static IP)

Fibre Broadband

We offer a widely-available set of FTTC products with the following options:

• Business Care – 22 hour fix time SLA*
• Regrade to alternative fibre products
• Choose to opt in or out from a range of reports and notifications
• Additional IP addresses (standard is one free static IP)

Assured Broadband

A specialist Broadband product designed to support our IP telephony services, Assured provides all the elements of the end-to-end IP telephony solution and offers the following options:

• Up to 15 concurrent G.729 calls
• Provision of a quality Cisco router with no upfront costs for longer term contracts
• Additional IP addresses can be purchased (standard is one free static IP)

Converged Broadband

Combining Gamma Assured Broadband and internet access using just one circuit, Converged Broadband is underpinned by a stringent SLA and offers the following options:

• FTTC or ADSL2 (location dependent)
• Provision of a quality Cisco router with no upfront costs for longer term contracts
• Additional IP addresses can be purchased (standard is one free static IP)

Clock hours

The benefits of Gamma Broadband

Whether your using Broadband for your office or for homeworking, the combination of our product choice and our highly-skilled UK-based support teams makes our Broadband services a must-have.

A wide range of competitively-priced services – to meet your voice and data business requirements.

A geographically-resilient network – providing you with the peace of mind that our network has been built and maintained to deal with any circumstances, without you needing to worry.
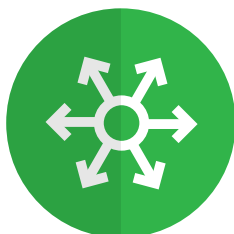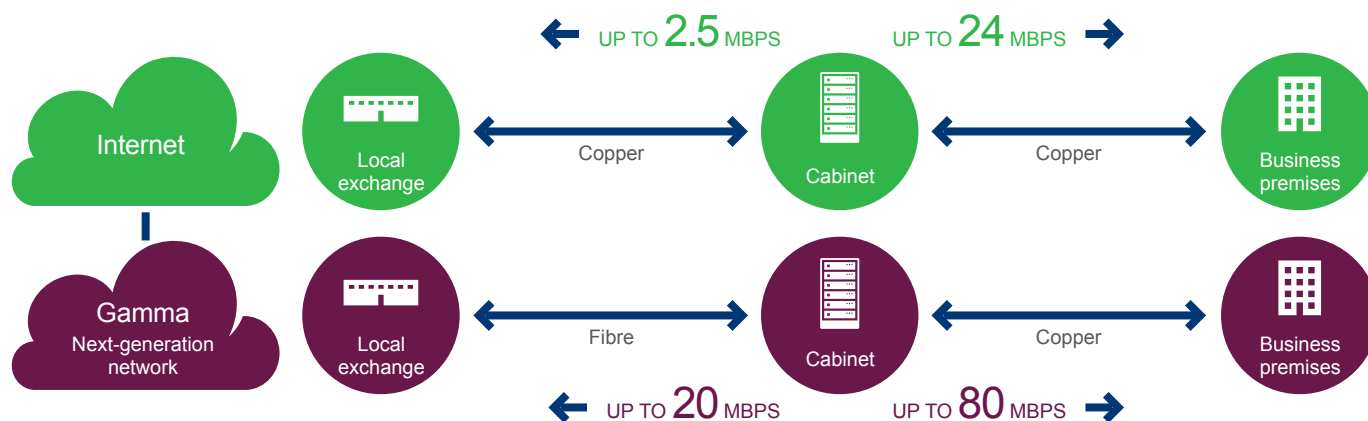
Supporting bulk Broadband migrations – we have successfully completed thousands of migrations over to our network. We have a proven process that is adaptable to suit your requirements. Don't put up with poor service and support - we can assist in moving circuits over to our range of business data services.

We're business-exclusive – we provide services exclusively to businesses, which means the network isn't crowded with heavy consumer traffic and we're able to optimise the service provided to you.

Specialist products for IP telephony – our Assured and Converged products are designed specifically for use with our market-leading voice services, giving you all the benefits from buying an end-to-end telephony service from just one supplier.

Business care maintenance option – if Broadband connection is critical to your business, you can upgrade their maintenance package for an even faster fix time.

Next-generation broadband

UP TO 2.5 MBPS   UP TO 24 MBPS

Internet

Local exchange   Copper   Cabinet   Copper   Business premises

Gamma
Next-generation network

Local exchange   Fibre   Cabinet   Copper   Business premises

UP TO 20 MBPS   UP TO 80 MBPS

Portfolio overview: Ethernet

Whether you're using our Ethernet service to connect home or office workers to the internet or our voice platforms, we provide high-quality, scalable, managed services.

Three service options are available based on how they are technically delivered. These services provide highly reliable and ultra-fast data connectivity, delivering dedicated and uncontended bandwidth to your sites.

Fibre Ethernet

This service is delivered using end-to-end fibre optic connections and provides:

- Options to deliver services over either 100Mbps or 1Gbps circuits
- Symmetric speeds from <10Mbps to 1Gbps
- Robust SLAs around performance and availability
  - A six hour* break fix time
  - 24/7 UK-based support

EFM (Ethernet in the First Mile)

Our EFM service is delivered over aggregated copper pairs and provides:

- A lower cost option to Fibre Ethernet
- Symmetric speeds of up to 35Mbps
- Much faster delivery times than Fibre Ethernet
- Robust SLAs around performance and availability
  - An eight hour* break fix time
  - 24/7 UK-based support

FTTC Ethernet

This service is delivered using Fibre To The Cabinet (FTTC) technology and provides:

- A lower cost option to EFM
- Symmetric speeds of up to 20Mbps with the option to purchase up to 80Mbps downstream
- Faster delivery lead times than both Fibre Ethernet and EFM
- Robust SLAs around performance and availability
  - An eight hour* break fix time
  - 24/7 UK-based support

Additional Options

Broadband and Ethernet backup options:

A resilient failover solution gives you the assurance of enhanced service availability levels to support business-critical applications and provides high protection against unforeseen network incidents.

We have a range of failover options for increasing the resiliency of your primary service from FTTC Broadband backup, right through to Fibre Ethernet solutions routed via different exchanges and network nodes for the highest level of resiliency.

Clock hours

The benefits of Gamma Ethernet

Ethernet is our premium service for businesses demanding high-availability and high-capacity. It's provided as a dedicated, up to 1Gbps connection with the option to converge data and voice onto one network. A fully-managed and monitored service, it is backed by our exacting SLAs, giving you peace of mind and leaving you free to concentrate on your business. There are several key features and associated benefits with our service:

High-capacity and flexible connectivity – Our Fibre Ethernet service delivers up to 1Gbps dedicated bandwidth. Not only is it fast, but also flexible, as bandwidth can be quickly upgraded when needed.

Dedicated and uncontended bandwidth – The uncontended, low-latency service provided by our network makes this the ideal connectivity for cloud-based services.

Highly reliable connections – With availability starting at 99.9% our services are ideal for your business-critical applications.

Voice and data convergence – Not only do you benefit from the significant cost savings gained by consolidating your voice and data to one connection, but you can also buy with complete confidence from one of the market leaders in IP telephony.

24/7 monitoring and helpdesk – Our services are continuously monitored and supported to ensure consistency of service and immediate action where necessary.

Managed Cisco router – Because we manage the router and the end-to-end service, any faults can be dealt with swiftly and effectively.
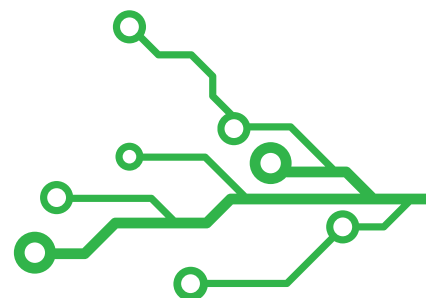
Service Level Agreement – Our comprehensive SLA covers delivery, performance, availability and time-to-fix giving you the peace of mind to get on with running your business.

Resilient failover – Local resilience using Broadband or Ethernet failover at your site and resilient network links for your added peace of mind.

Maximise productivity – Provide employees with quick and reliable access to the critical files and applications they need so that your business can perform at optimum levels of efficiency.

Harness converged voice and high-speed data connectivity

Reliable, highly available MPLS-based WAN solution that supports voice and business-critical applications across multiple sites.

Converged Private Networks (CPN) is our fully-managed WAN (Wide Area Network) solution and is ideal for multi-site businesses that want to improve service while reducing costs. CPN delivers the performance, reliability and security that businesses need to make effective use of today's multi-media services.

As the way people work, interact and collaborate undergoes profound change, companies are seeing growing demand from employees for more flexibility in where they work and more choice in the way they communicate, such as IP telephony, unified communications and cloud-based services.

By fully integrating our IP telephony hosted voice solution, Horizon and SIP Trunks with an MPLS core network, you can benefit from having all your IP voice and data services supplied by a single vendor - with just one point of contact, one bill and one set of SLAs.

Converged Private Networks

MPLS-based WAN service

Delivering private secure connectivity to enable you to easily connect and communicate efficiently between each geographically diverse office location as part of a single network.

Prioritisation of critical business applications

Quality of service (QoS) mechanisms ensure prioritised and guaranteed performance of voice, video and key business applications.

A choice of access services

With an extensive range of access types ranging from ADSL and FTTC Broadband to FTTC Ethernet, EFM or fibre optic Ethernet, CPN offers a suitable access option for every location regardless of availability, site criticality or budget.

Integrated IP telephony
Horizon or Gamma SIP Trunks

An end-to-end communications solution that reduces the complexity of taking your service from multiple providers (optional).

Flexible pricing options

Choose from either an upfront charging model or our unique rental model which removes the cost to change associated with moving to a new MPLS supplier whilst also aligning your need for an opex-based purchasing model.

Secure cloud internet access from the VPN

Supplied via multiple peering partners and secured by our next generation firewall means that you benefit from high availability and resilient links to the internet that your business can depend on (optional).

Managed security

Our next-generation firewall eliminates the need for a firewall at each site and ensures users have the same high level of protection, across all network access points.

Network monitoring and management capabilities

Enabling you to easily monitor performance and availability of the technology that your business relies upon.

A range of value-added products and services

Includes handsets, solution design and consultancy, installation and provisioning, project management, maintenance and support.
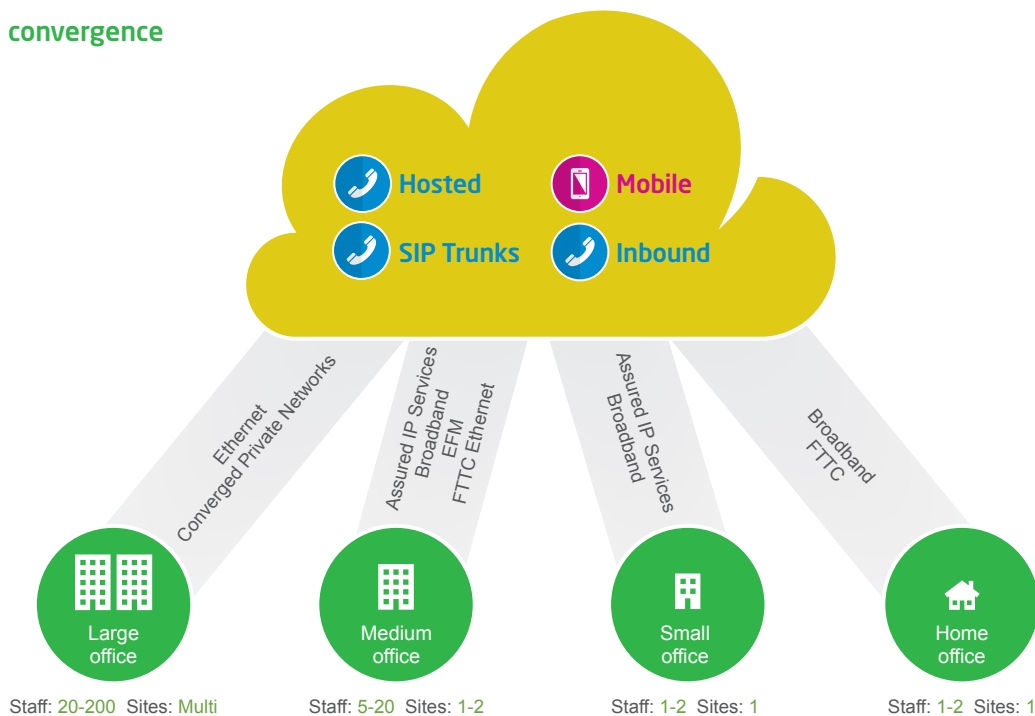
Converge voice and data

At the heart of our Converged Broadband and Converged Ethernet products is an affordable solution that enables you to consolidate and converge your data and voice networks, giving you a number of distinct advantages:

1 Converged Broadband and Ethernet provides the ideal platform for migrating to IP telephony and opening up the numerous benefits that IP telephony brings.

2 Reduce supplier and network management costs by getting rid of legacy voice infrastructure.

3 Access to increased bandwidth and performance will help your business move into the cloud.

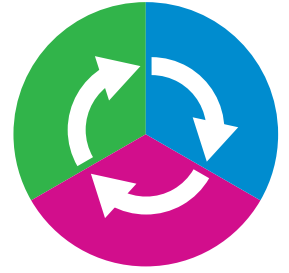**4** Purchasing an end-to-end service from a single, trusted supplier means problems are fixed quickly.

Data convergence

Large office	**Medium office**	**Small office**	**Home office**
Staff: 20-200 Sites: Multi	Staff: 5-20 Sites: 1-2	Staff: 1-2 Sites: 1	Staff: 1-2 Sites: 1

ONE
- Bill
- Set of SLAs
- Point of contact

The Gamma Converged difference

Market-leading integrated IP telephony and data network

Fully integrated with our market-leading IP voice products, our range of data products gives you access to a purpose-built combined voice and data network. You can benefit from a single, robust SLA from a single provider. With full visibility and control over both the voice and data services, we can resolve any issues and make changes to your network quickly and accurately.

Easy to do business with

Acting as the single supplier of your data services, we become your single point of contact for both your data and IP voice (including porting). This converged approach not only reduces complexity but also offers differentiation through being easier to do business with, rather than you managing different upstream suppliers for voice and data.
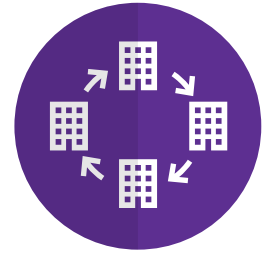
Financial strength

Our commercial strength and stability gives peace of mind in today's tough business environment; you can rely on us to be your provider of choice for all your communication needs.

Highly experienced

With our pedigree and experience in IP, we are well positioned to act as the supplier of choice when it comes to entrusting us to effectively manage high value networks.

13

Ethernet build-out programme

The need for access to robust and high bandwidth connectivity is paramount in today's business market - with this mind we're embarking on a national Ethernet build-out programme. This allows us to consume Openreach Ethernet access without the need for intermediary suppliers.

Ethernet and the Digital Economy

Given the importance of Ethernet in the evolving digital economy and the role it plays in delivering applications to UK businesses, it's essential that we are able to provide a competitive and compelling Ethernet service to our customers. The demand for low cost Ethernet is substantial, but this doesn't mean businesses should sacrifice reliability and robustness. Ethernet is a premium connectivity service designed for business, which means delivering high availability and high bandwidth consistently with a premium support wrap.

We're building!

We have undertaken a national build-out programme to help us provide not only an extremely price-competitive offer, but one that meets the same quality standards for delivery and support you deserve.

We are extending our core network into BT exchanges where we will consume Ethernet access directly from Openreach, cutting out any intermediary suppliers.

London is our starting point

As London is the largest catchment area for Ethernet sales, we have built a Metro Area Network (MAN). This connects us to 19 of the busiest exchanges and helps us reach businesses in 38,000 postcode areas.
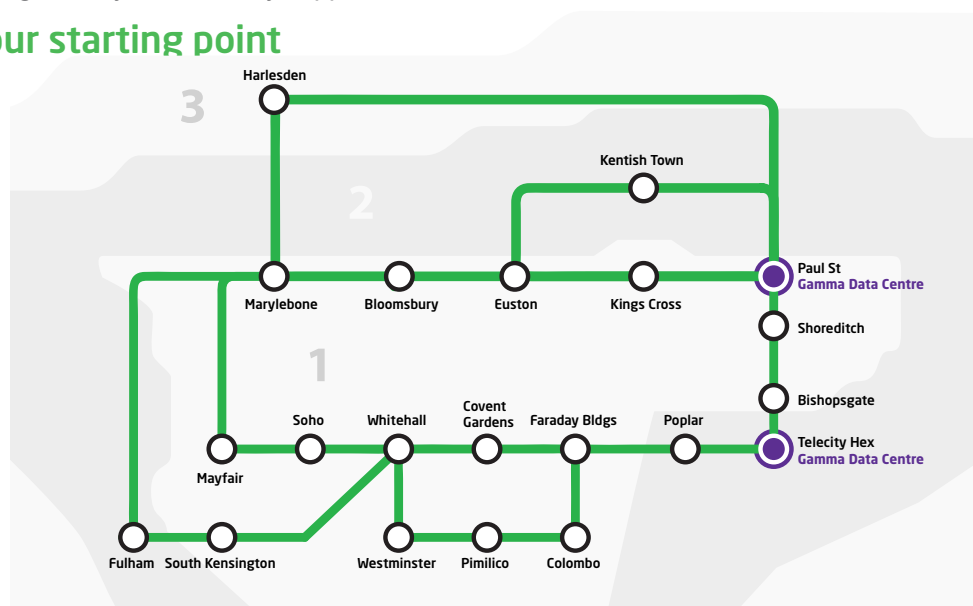
How does this benefit you?

It's simple – you will have access to one of the most price-competitive Ethernet services in the market. And as there is no intermediary supplier and we own the wavelengths, we have much more control and visibility from order to in-life, enabling us to improve your experience.
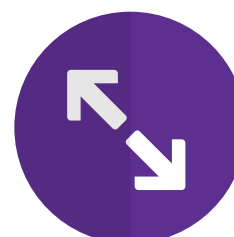
Connectivity matrix

Feature	ADSL2+ Broadband	ANNEX M Broadband	FTTC Broadband	FTTC Ethernet	EFM Ethernet	Fibre Ethernet	CPN
Max Speed (downstream)	24Mbps	24Mbps	40/80Mbps	80Mbps	35Mbps	1Gbps	1Gbps
Max Speed (upstream)	1.3Mbps	2.5Mbps	10/20Mbps	20Mbps	35Mbps	1Gbps	1Gbps
Coverage	90%	60%	70%	60%	70%	95%	99%
Support	24/7	24/7	24/7	24/7	24/7	24/7	24/7
Lead Times (working days)	5 days	5 days	10 days	20 days	30 days	60 days	10-90 days
SLA (Target Fix Time)	22 hrs*	22 hrs*	22 hrs*	8 hrs*	8 hrs*	6 hrs*	4 hrs*
	(only applicable with Business Care customers)						
IP Voice	Optional	Optional	Optional	Optional	Optional	Optional	Optional
Delivery SLA	—	—	—	Yes	Yes	Yes	Yes
Resilience (site)	—	—	—	Yes	Yes	Yes	Yes
Resilience (carrier network)	—	—	—	—	—	Yes	Yes
Next generation Firewall	—	—	—	—	—	—	Yes
4 hr Onsite Router Support	—	—	—	—	—	—	Yes
Advanced Network Monitoring Tool	—	—	—	Yes	Yes	Yes	Yes

Clock hours