

Baffled by broadband!

Cut unnecessary costs and enjoy easier business broadband.

Are you finding yourself baffled by discussions surrounding broadband speeds and the myriad of acronyms such as FTTP and ADSL that are banded around?

And what's the deal with broadband providers promising 'superfast broadband,' but it always seems sluggish in reality?

Keep reading this email, and we'll demystify all things related to broadband, helping you find the perfect broadband solution for your business without breaking the bank.

Understanding the fundamentals of broadband and distinguishing between various broadband connections is crucial. We realise your time is valuable, and we know the nitty-gritty details can be a snooze, so we've included this information as an attachment for perusal at your leisure.

[Read our article Broadband Explained](#)

Cost for ADSL from £22.00 a month + phone line costs. ADSL Stands for Asymmetric Digital Subscriber Line. Internet access provided over traditional copper telephone lines. The absolute best speed you'll see is 24Mbps, although it's usually 10-11Mbps in reality, and can be much less.



Cost for SoGEA from £26.00 a month
SoGEA Stands for Single Order Generic Ethernet Access.

Speed you'll see is approximately 80:20



Cost for FTTP from £32.00 a month
FTTP stands for Fibre to the Premises.
Speed you'll see is approximately 160:30



Cost for Lease Lines from £220 upwards, based on required bandwidth. Leased Lines are a dedicated, high-capacity, point-to-point connection between two or more locations. A Leased Line is asynchronous and have the same download as upload speed anywhere from 10Mbps to 10,000.



To find out which broadband service is suitable for your business download our guide. [Broadband Guide](#)



Benefits of faster broadband speeds:

- High-quality video and audio streaming platforms like YouTube and Netflix, will often auto-adjust their streaming quality based on the connection speed.
- Smoother video calls. These involve your connection sending and receiving data simultaneously. Higher upload and download speeds lead to better video and audio quality and fewer dropouts.
- More devices can be connected at once. Faster connections support more devices being used simultaneously – handy if you have a large team.
- You can quickly download large files. For example, while it would take the average standard broadband connection more than 10 minutes to download a film, the slowest ultrafast connection would do it in a little over a minute, while gigabit broadband could do it in less than 10 seconds.

If you are interested in more information about the perfect broadband solution for your business, or you would like to find out how easy it is to switch broadband services, speak with one of our team.

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