Ethernet Flex 1Gbps

In a modern digitally-driven economy, forward thinking businesses like yours are looking for faster and smarter ways to operate, such as through cloud-based services and hosted voice (sometimes referred to as VoIP). If you're using these technologies over near-archaic copperbased services such as FTTC broadband, you are likely to be frustrated by the limitations they are putting on your business productivity and efficiency.

Game-changing Ethernet connectivity

Ethernet Flex 1Gbps is changing the perception that anything above a standard broadband connection is prohibitively expensive. Not only is it more reliable than the traditional broadband services you may currently be using, it costs less than an average SME business spends on a gas and electricity bill or a single sales person's company car each month.

With our CityFibre Ethernet Flex 1Gbps service you have a highly cost effective full fibre connection that balances exceptionally high speed with price while retaining critical reliability. It guarantees a speed of 200Mbps for both uploading and downloading data and provides an everpresent capability to burst to up to 1Gbps, which is over 12 times faster than FTTC.

So whether you're driving your business from applications in the cloud, sharing data internally across your organisation or externally with other stakeholders and customers, or enabling IP-based communication across your voice and data platforms - you can have confidence that with our Ethernet Flex 1Gbps service you have the bandwidth you need, when you need it, and in a cost-effective package!

Key Features

- *Guaranteed 200Mbps both up and down*
- *1Gbps burst at no extra cost*
- *On-demand bandwidth with no need for portal requests*
- *Eligible for up to £2,500 support from the Gigabit Broadband Voucher Scheme*
- *Delivery typically in 65 working days*
- *Comprehensive 100% SLA*
- *5 business hour return to service guarantee*
- *24/7 UK support*
- *Unlimited usage*

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Why future-proofing your business is so important

As Britain becomes increasingly digital, the way the nation consumes goods and services is changing at pace and this is driving the need to look for faster and smarter ways to operate. Ultra-fast and resilient full fibre connectivity is needed to underpin this digital revolution that is seeing data consumption accelerate at a phenomenal rate.

Global data consumption:

1992	*100GB per day*
1997	*100GB per hour*
2002	*100GB per second*
2007	*2,000GB per second*
2017	*46,600GB per second*
By 2022	*150,700GB per second!*

Source: Cisco VNI, 2018

When ‘fibre’ isn’t fibre

Businesses’ connections are often described as ‘fibre’ even though fibre is used in only part of the network. Standard FTTC broadband uses fibre from the exchange to individual street cabinets but continues to rely on an ageing and slow copper connections from the cabinet to customers’ premises. Full fibre overcomes these limitations to deliver a considerably improved customer experience.

Standard fibre broadband

Full-fibre connectivity

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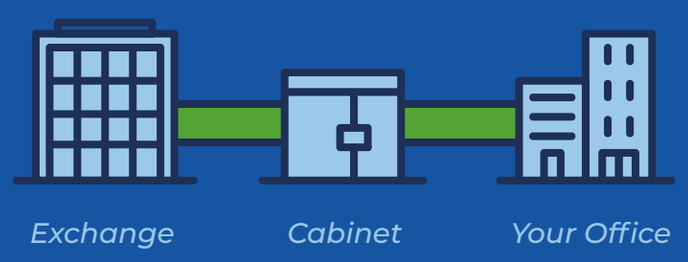
Comparing Internet Connections

What works for your business

Type of internet	Speeds	A to B	Reliability	Future
What type of internet does my company need?	*What kind of speeds are we talking here?*	*How does my internet get to my building?*	*How much can I count on this working, and how quickly will it be fixed?*	*Will this last me for the next 5 years?*
Full Fibre Ethernet Dedicated fibre connection all the way to your premisies	***Life in the fast lane*** *100 Mbps - 1 GB in both directions*		***Solid as a rock*** Pretty unshakeable with 24/7 / 365 engineering support	***The future is now*** Here to stay
FTTP Relitivley new technology with a fibre from your nearest street cabinet	***Full tilt*** *Up to 1 GB downstream - 115 Mbps upstream (Contended)*		***This thing is robust*** Copper free means greater reliability with business grade SLA	***Emerging small business winner*** Step in the right direction
FTTC With copper from the street cabinet this is the business staple	***Fine and dandy*** *Up to 80 Mbps*		***A good egg*** Will run most applications if you are close to the cabinet	***Is what it is*** Small business work horse, but can be limiting
4G/5G Opens up additonal locations to high speed internet	***Ain't half bad*** *4G: Ave 36 Mbps* *5G: Ave 150 Mbps*		***Still evolving*** Lends its self to small business applications with no meaniful repair SLA	***Good cop, bad cop*** Enviromental factors can influence user experience and characteristics like latency can be an issue
ADSL2+ Copper fed all the way, this will struggle with all but the most basic applications	***Drip feed*** *Up to 24 Mbps*		***Hit and miss*** No meaninful repair SLA. Copper all the way so more prone to faults	***On its last legs*** A last resort for the most basic of uses

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Dunedin IT is one of Scotland's most trusted and experienced technology and connectivity providers providing an end-to-end service across the private and third sectors.

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