

TalkTalk Business

Ethernet

Next generation technology for mission-critical applications, connecting businesses over the UK's most connected Next Generation Network.

About our Next Generation Network, future-proofed and ready for new technology

Our Partners benefit from the most connected Next Generation Network in the UK.

A Next Generation Network is a telecommunications network based on IP that provides all communications including voice (VoIP), data, and internet over a single line. TalkTalk Business' powerful future-proofed Next Generation Network has the broadest reach and scale of any next generation unbundled data network in the country and covers more than 89% of the UK.

We have over 2000 fully unbundled exchanges, over 1800 of which are Ethernet enabled (more than any other provider). This scale gives TalkTalk Business the economies of scale denied to smaller competitors and the network's reach means our Partners benefit from these cost efficiencies as well as being able to provide Ethernet technology to areas where competitors can't.

The increase in unified and online communications means that bandwidth-hungry data and conferencing applications such as hosting, cloud computing and multimedia video services are becoming more strategically important in reducing business overheads and in driving efficiencies. Savvy Partners need to ensure their product sets are equipped to meet these demands and are turning to faster, more reliable Next Generation Networking and products.

Our Next Generation Network is:

- Future-proofed
- Flexible
- Scalable
- Optimised for resilience and capacity
- QoS enabled
- Ideal for the delivery of ADSL2+, Annex M, EFM and Ethernet services
- A platform for growth opportunity to increase revenue

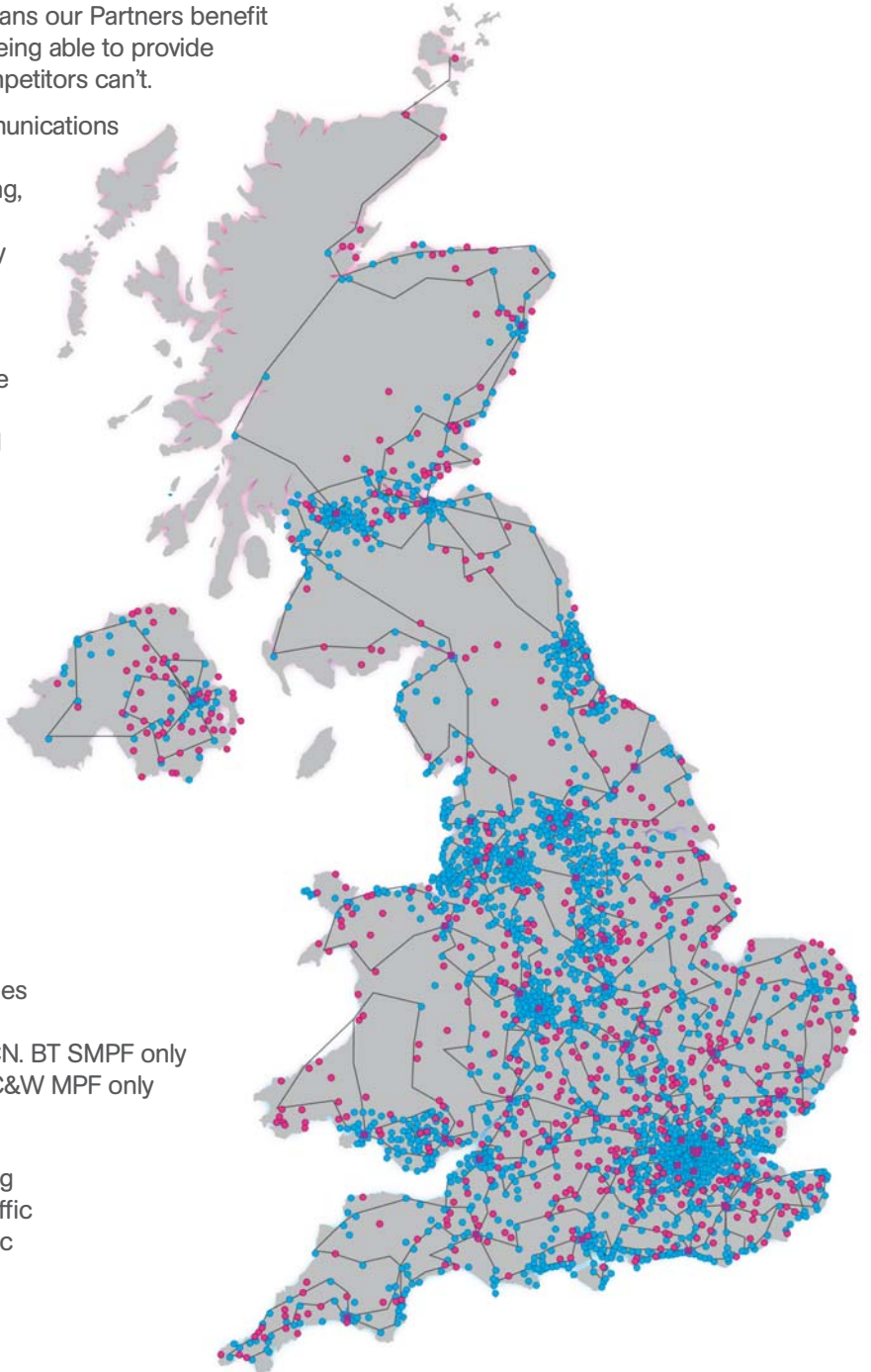
Key facts & figures

Scale & coverage

- Our footprint covers 89% of the UK
- Over 1,800 Ethernet enabled exchanges
- Access to 2.1 millions businesses
- 3 times more exchanges than BT 21CN. BT SMPF only
- 2 times more exchanges than C&W. C&W MPF only

Tried and Tested

- 4.25 million data customers generating over 250Gbps of public Internet IP traffic
- 3 billion minutes of monthly VoIP traffic



Ethernet solutions from TalkTalk Business

At TalkTalk Business we've created a number of solutions that are delivered using Ethernet over our Next Generation Network.

Next Generation Ethernet

Next Generation Ethernet offers a dedicated, superfast and secure way for your customers to connect their sites and to the Internet. What's more, because it's provided over the UK's most connected Next Generation Network and owned and managed by us, we can reach your customers more cost effectively as well as offer them a choice of speeds ranging from 10Mbps to massive 1Gbps!

Our network reach means more revenue opportunities where other providers can't compete, with a simple pricing structure based on local and non-local access.

What's more, our Next Generation Ethernet offers a future-proofed access method to other TalkTalk Business network solutions such as Managed IPVPN, Voice over Ethernet and Internet VPN.

Use our Ethernet checker to see how close you and your customers are to a Next Generation Ethernet exchange: www.talktalkbusiness.co.uk/ethernetpricing.

Ethernet First Mile

Ethernet First Mile (EFM) from TalkTalk Business is built on our own proven and robust network structure using copper pairs to deliver a high capacity Ethernet service as an ideal upgrade for customers still using SDSL or Leased Line services. Ideal for greater bandwidth without the jump to full Ethernet.

This is a superior technology delivered using less copper pairs than BT without compromising on speed. In fact, we guarantee minimum symmetrical speeds of 2Mbps, going up to 10Mbps over 2 copper pairs and 20Mbps on 4 copper pairs.

Our network reach means we're more likely to reach your customers when other providers can't. This, put together with our fast, simple and realistic pricing structure means more commercially viable opportunities for your business.

Voice over Ethernet

Voice over Ethernet is TalkTalk Business's end-to-end managed solution designed to connect a business telephone system to the public telephone network (PSTN) and a cost-efficient and flexible alternative to ISDN channels.

Ideal for large businesses and call centres with more than 90 voice channels, Voice over Ethernet (using SIP technology) will provide outstanding service availability, scalability, compatibility and the option to add other next generation technologies over our future-proofed network.

Voice over Ethernet is an alternative solution if you have outgrown your ISDN30 solution or are looking for a more cost-effective and longer term alternative.

“With their own Next Generation Network, TalkTalk Business has moved ahead of their competitors to fully unbundle a large number of local exchanges to cover 89% of the UK. They have quickly and completely, transferred their network capabilities to the channel.”

Richard Seddon, Sales Director, TML Europe

Benefits of our Ethernet solutions...



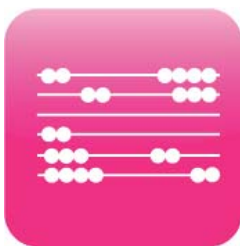
Upgrade opportunities

All our Ethernet solutions help create opportunities to expand your product portfolio and build customer loyalty by allowing you to offer future-proof upgrade routes to customers. Upgrade customers still using Leased Lines, SDSL or ISDN30 lines.



Extensive UK coverage

With more than 1,800 Ethernet enabled exchanges over our powerful Next Generation Network, we're confident we can connect and reach sites in the same area, as well as remote sites across the the UK where other providers can't, simply because they don't have the reach.



Cost-effective and flexible

Our network reach allows us to offer our Ethernet solutions at margin rich prices when compared with other market offerings, creating more commercially viable opportunities for you.



Peace of mind

We offer flexible design and resilience options compared to most other Ethernet providers due to the control our own network gives us. Ask us about our back-up options for the solution you consider.

All our solutions are backed up by stringent service levels and a dedicated UK support team so you and your customers know you're in safe hands.

An overview of Ethernet technology

What is Ethernet?

Ethernet is a networking technology, originally developed in the 1970's for Local Area Networks (LANs), typically to connect computers and printers and other peripherals together in one office so they could share applications and data.

Today, Ethernet has become a widely adopted standard, and is now also used for Wide Area Networking (WAN), internet access, and next generation technologies such as SIP Trunks (phone lines).

Ethernet is simple, easy to use and readily upgradable and scalable from 10Mbps to a massive 1Gbps, depending on business needs. Because Ethernet is a standardised technology it also reduces the big infrastructure investment that an organisation might be forced to make otherwise.

Ethernet is now seen as the most reliable technology for business mission-critical applications.

What's driving the move to Ethernet as a Wide Area Networking technology?

- **Collaborative work environments**
Connecting multiple offices
- **Routine sharing of large files**
Sending presentations and videos via email
- **Converged applications**
Voice, data and video over one IP network
- **Multi-tasking**
Where multiple high-bandwidth applications are open simultaneously, e.g. you're on a conference call, while at the same time downloading a presentation and sending a large data file via email to a colleague.

Need to go further...

Our Ethernet technology can also be applied to wide area networking solutions:

IPVPN

This is a private network built specifically for multi-sited businesses that want to bring together and share numerous traffic types, such as voice, video and data, into one streamlined network giving each application the priority it needs.

Internet VPN

Complementary to our Managed IPVPN and private network solutions, internet VPN allows you to connect your sites together using a secure encrypted transmission over our business only internet access platform.

Why our network

- **Reach**
Our network is deeply built with the highest density of enabled exchanges in the industry.
- **Resilience and capacity**
Our core network is built to handle huge business data volumes and includes an 800Gb supercore fibre network around London and two 400Gb fibre rings around the main population centres and extends to other regions of the UK.
- **Capability**
We are truly making convergence a reality and are delivering to a planned roadmap of robust and competitive products and solutions.
- **Cost**
TalkTalk Business has one of the lowest cost bases in the industry, providing you with a compelling commercial proposition to attract and retain your customer bases.

Call 0800 954 5707 today
www.talktalkbusiness.co.uk