

# Ethernet in the First Mile (EFM)

Stand out from the crowd and differentiate your business in a commodity marketplace. Upgrade your customers to business grade connectivity at a more affordable price than competitors with Business Grade EFM from TalkTalk Business.

It bridges the gap for greater speeds without your customers having to commit to the cost of full fibre Ethernet. As well as opening up extra ongoing revenue opportunities to boost your business for the long-term with complementary solutions and services.

## How will our EFM solution benefit you and your customers?

### Affordable upgrades

EFM is ideal for businesses that need higher capacity than broadband, but don't have the budget to invest in fibre Ethernet. It's a strong up-sell proposition for customers on broadband, SDSL, leased-line or low-end Ethernet. So you can provide affordable connectivity that supports business-critical applications like VoIP and hosted solutions.

### Priced to maximise margins

TalkTalk Business delivers lower pricing so you can really build your profits. Our EFM is the most competitively priced solution on the market, so you can enjoy greater margin potential. And the more you sell, the cheaper EFM is due to our discount for committed volume contribution.

### Ideal for

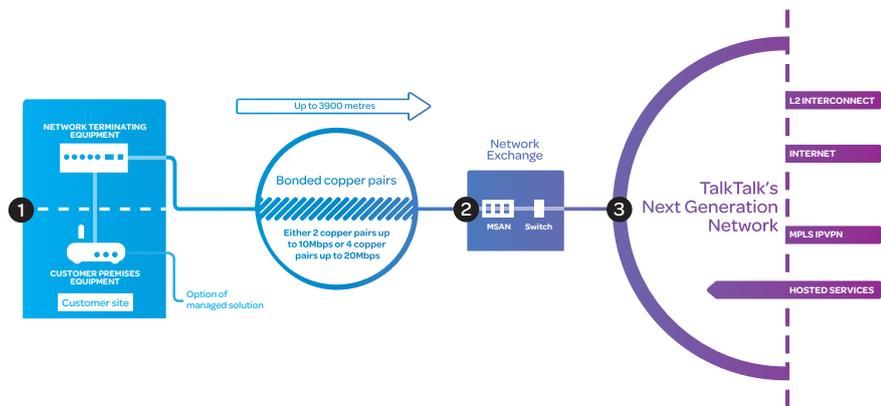
- ✓ Small and medium enterprises
- ✓ Businesses that need a faster connection for critical applications
- ✓ Companies that want more bandwidth without going to full-blown Ethernet
- ✓ Businesses with satellite and branch offices that need resilient connections and centralised sales systems

Call:

0800 954 0764

Lines are open Mon-Fri 9am-5pm

## How it works



- 1 Customer site**  
Either a Dual or Quad service is installed into the building. The speeds delivered are symmetrical i.e. the same downstream and upstream. There is an option of a managed router if required.
- 2 Exchange connection**  
An EFM card is installed by TalkTalk Business into the MSAN at the exchange. The lead time is reduced if the EFM card is already present.
- 3 Connect to the network**  
The line is connected to the TalkTalk's NGN allowing you to choose the circuit to be delivered into a Partners Layer 2 Interconnect, as part of an MPLS IPVPN solution or as an Internet Access circuit

### A flexible solution

EFM bridges the gap from existing broadband technology to a high-speed, business grade product. It gives customers a choice of two multi-pair options with bandwidth of up to 10 or 20 Mbps, and the option to use EFM as direct internet access or as part of an IPVPN solution.

### Market-leading features

EFM offers the latest in connectivity with unlimited usage, no additional bandwidth charges, future-proof access and fail-safe connectivity. Our one and three year contracts also offer the potential to develop customer loyalty.

### Installation support

Providing a smooth transition onto the TalkTalk Business Next Generation Network is easy thanks to our dedicated installation support team and. We have extensive experience of migrating customers to our Broadband services with minimal disruption.

### Online APIs

TalkTalk Business delivers full accessibility and control with a suite of market-leading online API's. Our portal supports you every step of the way so you can deliver fast customer service, manage operational tasks pro-actively and resolve any issues quickly to minimise your costs.

### Fully-managed service

To help you reduce your overheads and need for in-house skills and resources we can provide a fully managed service, including installation and all hardware.

### Why TalkTalk Business?

Since 1993 TalkTalk Business has been dedicated to serving the needs of UK businesses of all types and sizes. Today we provide communications solutions to over 180,000 business and public sector customers, and work with more than 350 wholesale partners nationwide. We deliver a full range of Business Grade managed and wholesale offerings to the channel, including Connectivity, Hosted Solutions, Call Handling and Inbound Solutions, Next Generation Voice Solutions, and IT Networking & Security..

With the largest Next Generation Network in the UK, purpose-designed and built with over £600 million of investment, we provide over 93% coverage to help you reach more customers. And we're not stopping there – through monitoring and investing in our infrastructure we're still growing. With our three-point support plans for hosted solutions and in-life Service Management, plus the tools you need to manage your customers effectively you'll receive a service that helps you to reach new markets, maximise margins and better support your customers.