

OFNL; The need for Ultrafast broadband for businesses

In the new knowledge economy, with the increasing importance of communications networks and digital industries, the availability of high speed data connectivity will be critical when businesses make decisions on the location of their business. Businesses are becoming significantly reliant on a fast Ethernet connection to enable them to operate in this new digital economy.

Only Fibre to the Home (FTTH) or Fibre to the Premise (FTTP) delivers the full benefit of bandwidth needed to provide the great business experiences that happens when there are no limits to speed and capacity.

Some Service Providers claim to have a Fibre network but having Fibre somewhere in a network doesn't mean that the network delivers the benefits of FTTH. Fibre delivers unlimited speed and capacity – but once the fibre hits copper, speed, capacity and benefits are limited.

Only FTTH offers consumers the voice and fastest Ethernet and internet connections with no limitations.

The benefit isn't just about speed it's about the unlimited capacity of fibre to carry large files, such as documentation, cloud computing, video

conferencing and other business requirements – as well as this such as medical images and multimedia programming for distance working. Fibre shatters the limitations we've come to expect from older technologies.

In order for areas to prosper, there is a need to provide a future proof digital infrastructure that attracts businesses to base their activities in these locations, which will lead to these local economies thriving and developing.

Improved connectivity is revolutionising our quality of life, from how we work and how our children learn, to how we spend our leisure time, how we do our weekly shop, and how we engage with public services and businesses.

The speeds achievable with a fibre network make services like live video conferencing readily available to businesses, enabling virtual meetings and sales presentations in high definition.

The fact that fibre can deliver up to 1Gbps upstream as well as down means that businesses can move large volumes of data quickly and cheaply, perhaps running applications, web sites and online services from this location lowering costs and increasing the opportunities for creativity and innovation.

Find out how OFNL can help you by calling 02921 678 550