

ETHERNET IN THE FIRST MILE (EFM)

An affordable and reliable alternative to fibre



Ethernet is transforming the way we all do business and is now becoming the main connectivity solution for both local area networks (LANs) and wide area networks (WANs). Its high-speed bandwidth can be delivered to single or multiple sites, allowing you to offer your customers everything from IP voice solutions to bandwidth-hungry hosted applications like video conferencing and whiteboarding.

Ethernet in the First Mile (EFM) is offered within the Wholesale Ethernet portfolio and provides all the ground-breaking advantages of Ethernet connectivity – without the need for new cabling, expensive infrastructure or updated equipment. It uses existing copper pairs to provide uncontended, symmetric bandwidth up to 35 Mbit/s within an Ethernet enabled exchange. So now you can extend your network reach by offering more of your customers a cost-effective and flexible alternative to fibre.

Did You Know?

- **Resilient.** Our carrier grade network and pro-active monitoring ensures a resilient, uninterrupted service
- **Versatile.** EFM supports point-to-point and any-to-any connectivity, or a combination of both services over the same access
- **Cost effective.** EFM is a flexible low-cost alternative to fibre access and offers a natural upgrade from traditional broadband. Ideal for SMEs
- **Extensive reach.** Our EFM can use up to 8 pairs – increasing coverage within an exchange area. UK business coverage continues to expand – with a target of close to 90% by Spring 2015
- **Future-proof.** A flexible and future-proof replacement for traditional leased line and SDSL connections reaching the end of their natural lives.



Email clientreception@bt.com or call

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www.btwholesale.com/ethernet

The flexibility to take opportunities

EFM can help you make the most of the exciting new opportunities as small and medium-sized enterprises (SMEs) move to hosted cloud communications.

You can benefit from our range of bandwidths and scalable options, so you can provide multi-service solutions tailored to meet your customers' exact requirements. You can also add pair(s) with minimal disruption to their service.

The speed and value to increase revenue

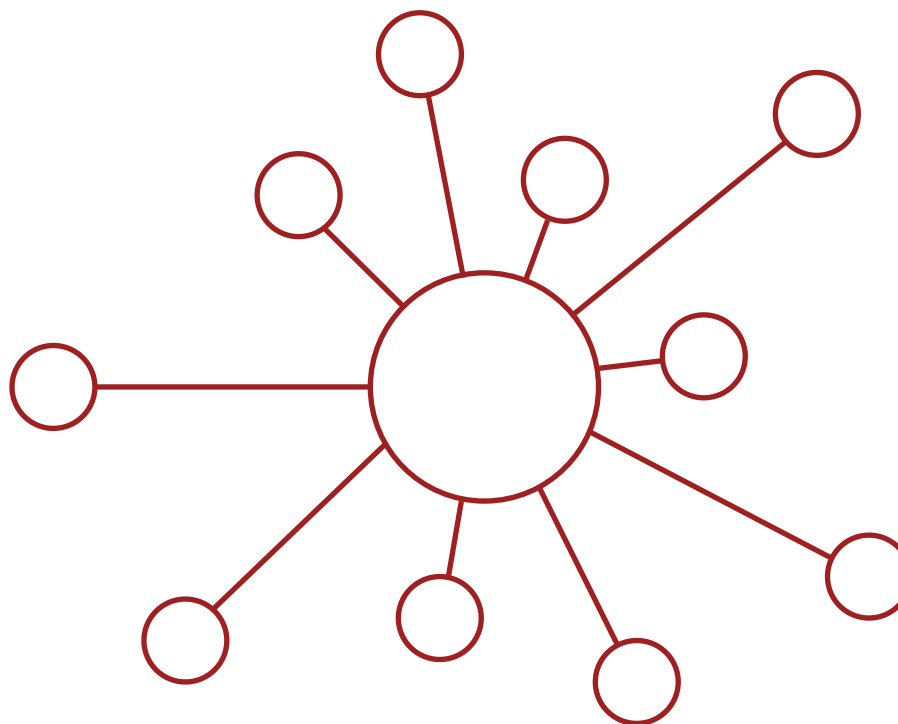
With EFM, your customers can take full advantage of next generation communications such as SIP trunking, cloud-based services or video conferencing. EFM is a cost-effective and reliable fibre alternative, with an industry-leading deployment of 25 working days - meaning you can start earning revenue quickly.

The stability to sell with confidence

Our world-class network means stability comes as standard. This exceptional reliability means fewer service-critical faults, reducing in-life costs. Plus, the value and reliability of EFM is enhanced further by the ability to route traffic and applications across the network more efficiently using our seven Class of Service (CoS) options. Our proactive fault management ensures that customers rarely worry about loss of service.

Big Benefits

- **Fast set-up.** We can deploy EFM in just 25 working days. That's an industry-leading standard that enables you to get to market exceptionally quickly
- **Low risk, low costs.** EFM is an affordable alternative to a fibre access circuit. It's designed to meet the advanced connectivity needs of business customers without major investment in infrastructure or equipment. This makes it especially attractive for SMEs
- **Scalability.** EFM can use up to 8 pairs to deliver symmetric bandwidth of up to 35 Mbit/s. Pairs can be easily added to scale up when required
- **Flexibility.** EFM offers a mix of connectivity, bandwidths and CoS options. Bandwidth can be upgraded quickly and easily
- **Selling power.** EFM enables you to create affordable, scalable and resilient connectivity solutions for your business customers. It meets the demand for applications such as IP Voice, cloud computing and streaming media
- **Peace of Mind.** With our carrier grade network and proactive monitoring equipment we can diagnose and repair faults quickly, with minimal service disruption.



FEATURE	BT WHOLESALE	TYPICAL LLU EQUIVALENT
Provision lead-time	25 working days from all sites	Often varies - 25-90 working days
Number of pair options	Flexibility of 8 pair options to deliver bandwidth up to 35Mbit/s	2 pair max 10Mbit/s or 4 pair max 20Mbit/s
Ability to increase bandwidth	You can tailor your services to meet your customers' exact requirements now and in the future	Not usually supported Cease and re-provide
Exchange resilience	Pairs delivered over multiple Hatteras HN4000s giving pair resilience	Usually single card in exchange
Proactive monitoring	Monitoring of bandwidth through Hatteras network management	Limited
Pair stability	Faulty pairs automatically removed from service and EFM service re-stabilised	Usually no re-stabilisation, often resulting in total loss of service
Resilient backhaul	Resilient 21CN backhaul network	Some non-resilient backhaul
Bandwidth stability	Adequate headroom is built in to ensure bandwidth and performance stability in-life	Bandwidth maxed and only guaranteed at time of order not usually in-life

BT Wholesale means total confidence

As the UK market leader in uncontended Ethernet connectivity, our Wholesale Ethernet portfolio delivers a wide range of solutions to suit every size and type of business. We're totally focused on the needs of you and your customers, so you can trust our communications solutions to be market-ready, cost-effective, scalable and future proof. Rely on us to empower and support you as you take your business forward.



The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

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