[COM PANY NAME] [PRODUCT NAME]

WHY EFM?

Boasting high-speed bandwidth, EFM can be delivered to either single or multiple sites, meaning you will be able to offer your customers everything bandwidth related, such as IP voice solutions and hosted applications such as video conferencing and whiteboarding.

EFM provides all the advantages of high-speed Ethernet connectivity, but without the need for new cabling or expensive infrastructure and updated equipment. It works by using existing copper pairs to provide uncontended, symmetric bandwidth up to 35Mbit/s within an Ethernet enabled exchange. So what does that mean? It means you can extend your network reach and offer your customers a flexible alternative to fibre. Perfect to meet the demands of the growing connectivity market

**Help customers thrive in the   
ever-growing data connectivity market**

Ethernet is fast becoming the main connectivity solution for businesses of all sizes. With high-speed bandwidth on top of many customers’ lists, there’s never been a better time to offer our Ethernet in the First Mile (EFM) - a cost-effective product from [Company Name].

What makes our EFM so special?

Our [Product Name] offers both contended and uncontended, carrier-grade connectivity at competitive prices, making it an ideal business network solution. We’ve also been working long and hard to make sure our EFM solution can be used by businesses across the country. 90% of UK businesses.

By bundling up to eight pairs and partnering with a best-in-breed equipment supplier, we can offer customers a more flexible and resilient service, making it a great entry-level way into the connectivity market.

Combat the Competition

We believe that our EFM solution offers richer features than any of our other competitors. And when you compare them, you’ll see why:

**Provision lead time**. Takes us **25 working days** compared to 25-90 days of a typical LLU equivalent.

[Product Name] has **the flexibility of 8 pair options** to deliver bandwidth up to **35Mbit/s**, compared to a 2 pair max of 10Mbit/s or 4 pair max of 20Mbit/s.

**Bandwidth stability** is ensured as adequate headroom is built in to ensure performance stability in-life. This is a stark contrast to competitors whose bandwidth is maxed and only guaranteed at time of order and not usually in-life.

Faulty pairs are **automatically removed** from service and [Product Name] service is re-stabilised, but with competitors there is usually no re-stabilisation, often resulting in total loss of service.

[Company Name] offers **resilient 21CN backhaul network** whilst only some competitors offer a non-resilient backhaul.

With [Product Name], you have the ability to **increase bandwidth**, tailoring services to meet customers’ requirements, but this is not usually supported by the competition.

We offer **proactive monitoring** of bandwidth through Hatteras network management, something which is limited with the competition.

[COMPANY NAME] [PRODUCT NAME]

Key Features

**• Quick setup** - it can take as little as 25 working days to get started.

**• Ability to sell more** – offer customers affordable, scalable and resilient connectivity solutions.

**• Flexibility** - EFM can be scaled up when required as pairs can be easily added to.

**• High performance technology** - that gives guaranteed bandwidth throughout the life of the circuit.

**• Cost-effective** - EFM is a low risk, low cost affordable alternative to fibre and doesn’t need any major investment in infrastructure or equipment.

**• Extra opportunities** - EFM provides a gateway to selling other [Company Name] products.

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