**BT Wholesale Logo White.png**

[COMPANY NAME]’s [PRODUCT NAME]  
A COST-EFFECTIVE, RELIABLE AND RESILIENT ALTERNATIVE TO FIBRE

**Ethernet in the First Mile (EFM)**

Ethernet is becoming a major player in the way we all do business and is fast becoming the main connectivity solution for both local area networks and wide area networks. With it, high-speed bandwidth can be delivered to single or multiple sites, allowing you to offer customers everything from IP voice solutions to hosted applications such as video conferencing.

[Product Name] is offered within [Company Name]’s product portfolio and offers all the ground-breaking advantages of Ethernet connectivity but without the need for new cabling, expensive infrastructure or updated equipment. It utilises existing copper pairs to provide uncontended, symmetric bandwidth up to 35 Mbit/s within an Ethernet-enabled exchange. This means you can extend your network reach and offer your customers a flexible alternative to fibre.

KEY FEATURES

**Flexibility** - [Product Name] supports point-to-point and any-to-any connectivity, or a combination of both services over the same access.

**Resilience** – With carrier grade network and pro-active monitoring from [Company Name], [Product Name] ensures a resilient, uninterrupted service.

**Cost-cutting** – [Product Name] is a flexible low-cost alternative to fibre access and offers a natural upgrade from traditional broadband

**Far reaching** – [Product Name] can use up to 8 pairs, increasing coverage within an exchange area.

**Future-proof** – A flexible and future-proof replacement for traditional leased line and SDSL connections reaching the end of their natural lives.

**More opportunities for the taking**

With [Product Name], you will be able to make the most of exciting new opportunities as small and medium sized enterprises (SMEs) moved to hosted cloud communications.

You can also benefit from our range of bandwidths and scalable options, helping you to provide multi-service solutions which can be tailored to meet your customers’ exact requirements. The scalable advantages of [Product Name] means you can also add pairs with minimal disruption to service.

**Get to market quickly and start earning fast**

Your customers can take full advantage of [Product Name] as it boasts an industry-leading deployment of 25 working days. This means that both you, and your customers, can start earning revenue quickly.

**Stability as standard**

Our world-class network means stability comes as standard, meaning fewer service-critical faults and a reduction of in-life costs. The value and reliability of our EFM product is enhanced further by the ability to route traffic and applications across the network more efficiently using our seven Class of Service (CoS) options. We also boast proactive fault management, so your customers won’t have to worry about loss of service.

**Benefits of [Product Name]**

* **Quick setup**. Deployment can take just 25 working days – an industry-leading standard that lets you get to market fast.
* **Low risk, low costs**. [Product Name] is an ideal, affordable alternative to fibre as it is designed to meet the advanced connectivity needs of a business, without major investment in infrastructure or equipment.
* **Scalability.** 8 pairs can be used to deliver symmetric bandwidth of up to 35Mbit/s and pairs can be easily added when required.
* **Flexibility.** Our EFM solution offers a mix of connectivity, bandwidths and CoS options.
* **Selling power.** Meeting the demands for applications such as IP voice, cloud computing and streaming media, [Product Name] is ideal for creating affordable, scalable and resilient solutions.

**Compared to the Competition**

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| --- | --- | --- |
| **Feature** | **[Company Name]** | **Typical LLU Equivalent** |
| Setup 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 | Your services can be tailored to meet your customers’ requirements | Not usually supported |
| Exchange resilience | Pairs are delivered over multiple *Hatteras* | Usually single card in exchange |
| Proactive monitoring | Bandwidth is monitored through *Hatteras* network management | Limited |
| Pair stability | Faulty pairs are automatically removed from service and EFM service is 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 | Headroom is built to ensure bandwidth and performance stability in-life | Bandwidth is maxed and only guaranteed at time of order, not usually in-life |