[PRODUCT NAME]

INSERT LOGO HERE

[This area can be used to promote your brand. Your logo, the logo of the company with whom you are working, or other image can be inserted, and we advise using a JPEG file with a maximum height of 120px and a maximum width of 90px. If your image is smaller in width, we would recommend aligning your image to the right hand margin].

Datasheet

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.

**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.

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

Datasheet

MARKET POSITION

[This is where you can describe your company’s advantage over your competition – what sets you apart from your competitors?   
We would recommend that you use the same font size for the Title of this section as you have used for the other sections, this being a font size between 14pt to 24pt.

For consistency, we would suggest using the same font size for the main content in this section, as you have used for the other areas in this   
document, we would advise a font size of between 11pt and 14pt.]

The benefits can be shown in a series of bullet points   
(tick motif). The number of bullet points will be determined   
by their length and also the font size being used. We would suggest a font size for this content between 11pt and

14pt, allowing for approximately 6 bullet points in total].

PEACE OF MIND

[This section can be used to promote your product/service reliability and also your experience and knowledge as a product/ service provider.

Alternatively, you may wish to use this section to hold a promotional image. If text is required, we would recommend that you use the same font size for the Title of this section as you have for the other sections, this being a font size between 14pt to 24pt. For the main content in this section, we would advise using the same font size used for the other sections, between 11pt and 14pt. This information can be represented in a series of bullet points (optional).

If an image is required, we would recommend a JPEG file, with a maximum width of 260px. The height of the image can be based   
on the space available after completing the other sections.]

**COMPARED TO THE COMPETITION**

|  |  |  |
| --- | --- | --- |
| **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 |

SERVICE & SUPPORT

[This section can be used to promote your service and support levels.   
Alternatively, you may wish to use this section to hold a promotional image. If text is required, we would recommend that you use the same font size for the Title of this section as you have for the other sections, this being a font size between 14pt to 24pt. For the main content in this section, we would advise using the same font size used for the other sections, between 11pt and 14pt. This information can be represented in a series of bullet points (optional).

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PRICE STRUCTURE

[This section can be used to promote your product/service price offers.

Alternatively, you may wish to use this section to hold a promotional image. If text is required, we would recommend that you use the same font size for the Title of this section as you have for the other sections, this being a font size between 14pt to 24pt. For the main content in this section, we would advise using the same font size used for the other sections, between 11pt and 14pt. This information can be represented in a series of bullet points (optional)].

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