With the widest selection of access options in the UK, [Product name] is the ideal solution for businesses of any size seeking to adopt the latest Ethernet technology.

[PRODUCT NAME]

**Ethernet is a £600m market and is growing at 9% per annum. It truly is a game changer. It offers network capacity and flexibility across the UK and has opened up converged next generation voice and data communications to a much wider, growing marketplace. It is currently the most widely used WAN technology at the larger business level and is fast becoming the ‘go-to’ technology for mid-tier companies and SMEs.**

Ethernet Portfolio

Customers can enjoy one of our easy-to-install options:

**Next-Generation Fibre (GEA)**
This is an ideal entry level solution. GEA is based on Fibre to the Cabinet (FTTC) and Fibre to the Premises (FTTP) products. We can offer superfast coverage that spans over 2,000 exchanges, all with true standard lead times of just nine days.

**Ethernet in the First Mile (EFM)**A step up from GEA, this technology uses bundled copper pairs to provide Ethernet connectivity. This means that customers won’t need any new cabling, expensive infrastructure or updated equipment to take advantage of it. Most end users are likely to be near an enabled building.

**Dedicated Fibre**Our traditional fibre access options are available at bandwidth speeds of 10Mbit/s, 100Mbit/s, 1Gbit/s and 10Gbit/s. Dedicated fibre is delivered directly into the customer’s premises and is backed by strong, in-life service level guarantees.

Business Concerns

**Improving business processes**

**Reducing costs**

**Increasing employee productivity**

With [PRODUCT NAME] these challenges can be addressed, as our solutions can improve the performance of applications on the WAN compared with legacy networking.

How to handle common objections

* Focus on the resilience and reliability of the network.
* With [PRODUCT NAME], [COMPANY NAME]
has a better service and product than its competitors, which means a better TCO.

Benefits

**• Cost efficient -** advanced connectivity can be delivered to customers without major investment or risk and it’s up to ten times cheaper than WAN.

**• Cross-selling potential -** Ethernet is ideal for addressing the need for voice and video growth, especially among SMEs.

**• Nationwide coverage -** with more EFM nodes opening up around the UK, it’s ideal for all kinds of customers, from SMEs to large corporations.

**• Reliability and resilience -** [PRODUCT NAME] is based on BT’s highly resilient 21C network, so we can sell it with confidence.

**• Ideal replacement -** not only does it bridge the solution between broadband and high-end for business class connectivity, but it’s also a great substitute for older SDSL, ADSL and private circuits.

[PRODUCT NAME]

How to combat our competitors

* Clearly explain the full details of what is being offered.
* Our product leads the market in the range of features and functionality it provides across the Ethernet portfolio.
* [PRODUCT NAME] clearly beats TalkTalk Group lead times for EFM.

Issue: 1\_1114