

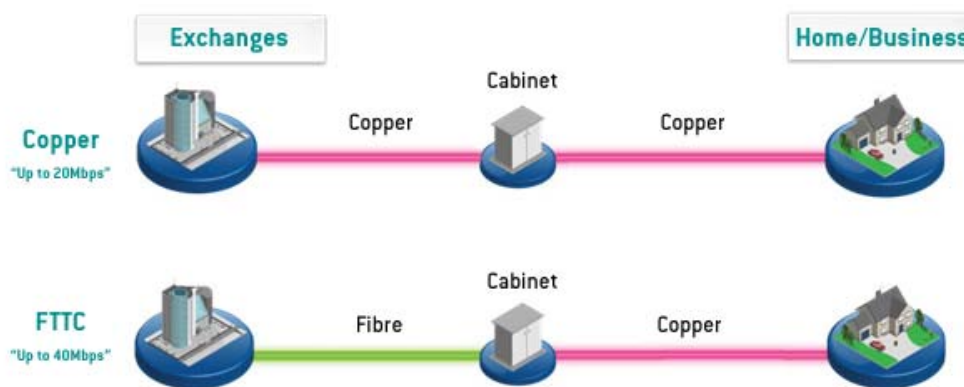
# Fibre Optic Broadband

## What is Fibre Optic Broadband?

Fibre Optic Broadband, based on FTTC (Fibre to the Cabinet) technology, describes a deployment where a fibre cable runs from a BT exchange to a street cabinet that contains the broadband equipment. From here it is linked to business premises and homes via the existing BT copper network. This then connects the home or business to Zen's Fibre Optic Broadband service.

## FTTC versus copper-based broadband

The maximum possible speed a customer can achieve is impacted in part by the total length of the copper wire. By replacing the copper wire that runs from the exchange to the cabinet with fibre, the total length of the copper wire connection is shortened, which improves the maximum speed that can be achieved.



## What benefits does FTTC offer?

Whether for work or pleasure, fibre broadband offers faster download speeds so you can get more out of your internet connection than ever before. Download a movie in minutes or a software update in seconds. With Zen's Fibre Broadband services you will be able to:

- Collaborate at high-speed; sharing files with regional offices, partners or remote workers
- Move your meetings online with better quality video-conferencing
- Experience higher quality VoIP services
- Benefit from more responsive hosted business applications such as Salesforce CRM
- Stream HD video content without buffering or pauses
- Enjoy multiple services around the home from a single connection

## Packages available

Features	Fibre Active	Fibre Pro	Fibre Office	Fibre Office Plus
Installation Fee	£75.00	£75.00	£75.00	£75.00
Monthly download allowance	50GB	100GB	200GB	500GB
Peak download speed	Up to 40Mbps	Up to 40Mbps	Up to 40Mbps	Up to 40Mbps
Minimum assured throughput speed	8Mbps	8Mbps	12Mbps	12Mbps
Upstream speed	Up to 2Mbps	Up to 2Mbps	Up to 10Mbps	Up to 10Mbps
Monthly fee (ex VAT)	£30.00	£38.00	£55.00	£65.00

Fibre Broadband (FTTC) packages

## When can customers get Fibre Optic Broadband?

Zen's FTTC Fibre Optic Broadband services will be available from September 2010. Customers on FTTC-enabled exchanges will be able to order one of the above FTTC Fibre Optic Broadband packages at that time.

## How can I find out if my exchange is FTTC-enabled?

You can find out if your local telephone exchange is already FTTC enabled by going to our [BT Exchanges currently FTTC enabled page](#)

- **URL:** <http://www.zen.co.uk/business/broadband/fibre-broadband/bt-exchanges-currently-fttc-enabled.aspx>

Exchanges that are planned to be enabled later this year are listed on our [BT Exchanges being FTTC enabled in 2010 page](#).

- **URL:** <http://www.zen.co.uk/Broadband/zenbroadband/bt-exchanges-being-fttc-enabled-in-2010.aspx>

You can also run a speedcheck on [Zen's website](#) to determine if a particular customer's BT phone number is eligible for Fibre Optic Broadband services:

- **URL:** <http://www.zen.co.uk/business/broadband/fibre-broadband.aspx>

## What information do I need to run a speedcheck?

Speed checks can be run using the customer's:

- BT telephone number or
- Post code

### **NOTE: Using a BT telephone number will return the most accurate results.**

Actual availability depends on the cabinet to which the customer is connected, and the exchange to which that cabinet is connected. There may be multiple cabinets within a single post code area, and not all of these will be enabled at the same time. For this reason, a post code check is not 100% accurate.

When ordering a Fibre Optic Broadband service from Zen Internet, it is important that you run a speedcheck first:

1. So that you can confirm the customer is eligible for Fibre Optic Broadband (speedchecker will confirm that their telephone number is FTTC enabled)
2. To comply with the Ofcom Code of Practice which requires our Partners to make customers aware of the speeds they are likely to receive. Make a note of the upload and download speed estimates, and make sure this information is provided to your customer.

Fibre broadband will only be offered if you are close enough to a cabinet to ensure a minimum 15Mbps service.

Additional answers to some common FAQs can be found on Zen's website at:

<http://www.zen.co.uk/business/broadband/fibre-broadband/fibre-broadband-faqs.aspx>

## Customer Testimonial

Sam Mably, a freelance web designer, is one of our customers who was on our fibre broadband trial via the Muswell Hill exchange. Sam has kindly provided some feedback on his experience so far.

"Since moving to Zen's Fibre to the Cabinet (FTTC) broadband service, our Internet experience has been truly revolutionised. Websites now load instantaneously, even highly detailed pages such as the BBC and Yahoo homepages, and navigation has become so quick and smooth it really does feel – finally – like one is actually 'surfing' the web.

Rich media, such as the full screen version of the BBC iPlayer, now streams seamlessly without a single pause or hiccup, and downloading songs from iTunes and Amazon now takes just a matter of seconds. Running multiple other machines on the new wireless network has not affected the overall speed in the slightest. Even when at one point we had four laptops and an iPhone all using the Internet via the network.

As a web design company, we are also frequently uploading pages too. This has dramatically improved in terms of timing. We timed the upload of a 16.9MB website earlier this week and it took exactly two minutes and 37 seconds – with previous broadband services this would have taken at least 10 minutes.

In summary, we plan to remain with this new service as we are convinced it is second to none within the UK. We would also like to add that the customer service we have received from Zen has been superb. Zen answered all of our questions and queries quickly and efficiently and whilst we doubt anything will go wrong with the service going forward, we're confident that Zen's team will be on hand to offer immediate support should this happen."

Sam Mably, Partner,  
Bluequest Media Ltd