

## Ethernet in the First Mile

**Ethernet in the First Mile (EFM) is built on our own proven and robust network structure using multiple copper pairs to deliver a high capacity Ethernet service as an ideal upgrade for customers still using SDSL or Leased Line services.**

This is a superior technology delivered using less copper pairs than competitors without compromising on speed. In fact, TalkTalk Business can provide symmetrical speeds of 2Mbps, going up to 10Mbps over 2 copper pairs and 20Mbps on 4 copper pairs.

Our network reach means we're more likely to reach your customers when other providers can't. This, put together with our simple and realistic pricing structure means more commercially viable opportunities for your business.

"EFM from TalkTalk Business is extremely resilient and is an efficient use of our existing, proven Next Generation Network infrastructure. This gives our Partners access to more Ethernet exchanges than any other EFM provider in the UK market, allowing them to sell EFM where others can't."

## How will our EFM solution benefit you and your business...

### Upgrade opportunities

Build customer loyalty by showing them you're a step ahead in realising their need for more up-to-date access methods. EFM is an ideal upgrade for SDSL or Leased Lines making their access more resilient and compatible with future technologies.

Increase opportunities further still by harnessing EFM technology for other networking solutions, such as IPVPN.

### Resilient

We'll deliver EFM over two or four copper pairs, giving your customers the choice of a more resilient option on the first mile. This assures business continuity in the unlikely event of a disaster - should one pair fail, service will continue on the other pair, ensuring that service is never lost. And you can rest assured that should there be no connectivity then we will have your service up and running in no time, with our 7 hour service level promise.

### Extensive and increasing UK coverage

With almost 1,900 exchanges capable for EFM, we're confident we can connect sites in the same area, as well as remote sites across the UK where other providers can't, simply because they don't have our reach.

With our powerful Next Generation Network we'll continue to increase our EFM reach throughout 2011. This means more commercially viable opportunities for your business, allowing you to build up a portfolio of data products should you wish to push your business further.

### Cost-effective and flexible

EFM will allow your customers to use as much available bandwidth without any extra charges. What's more, we provide more capacity for less pairs, of higher quality, when compared to competitors.

EFM is an ideal halfway house for customers requiring more bandwidth but not quite as much as they'd get with our Next Generation Ethernet (up to 1Gbps), so they only pay for what they need.

### Versatile

At TalkTalk Business we've created a number of solutions that are delivered using EFM. Speak to us about EFM for high speed internet and VPN access.

### Why us?

#### Experience

As a business only provider, with over 16 years experience we have the expertise to support your business. Our data team has the proven ability to design and deploy a scalable, cost effective WAN solution that best fits your business, not just for today, but for your future needs.

#### Service

We are supported by a dedicated and highly skilled technical support team 24/7.

Our unique three tier account management includes project and account management, technical specialist managers and a dedicated service relationship manager. All three will work with you to ensure the success of your business - from technical delivery to advice on how best to package and position our propositions.

#### Commitment

We continually monitor and invest in our infrastructure to make sure we manage our capacity and provide you with the performance and resilience you demand.