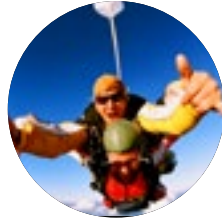# Business grade
connectivity solutions

helping your business
work faster and smarter.

DATA CONNECTIVITY
CONTENTS

Tel: 0808 278 3518   www.daisygroupplc.com

Experts you can trust

supporting you **all the way**

PICKING THE RIGHT PARTNER
WHY DAISY?

Are you starting out in business or a sole trader? We can help you speed up your broadband connection and help you keep costs down.

Are you a multi-site company looking for a scalable, secure solution to accommodate ever-growing amounts of data transmission and a reliance on cloud services? With dedicated Ethernet connectivity you'll have all the volume, velocity and security you need, today and in the future.

At Daisy we're dedicated to helping businesses succeed in a digital world, providing the fast, reliable and secure connectivity that every business needs, be it large or small.

We understand that businesses need robust, future-aware solutions and that the explosion in internet usage among consumers has created a need for specialist solutions designed specifically for businesses. And we know that online support has to be 24/7/365. Downtime is not an option.

We have the experience and expertise to guide you through the many options available and help you choose the one that's right for your business.

cisco **Powered**

Choosing the right connectivity makes a huge difference to the running of your business.

The right technology will enable you to access cloud-based applications that can help your business work smarter, faster and further and to communicate, collaborate and connect in real time, wherever your customers and suppliers are in the world.

Four reasons why it's important to choose well.

1. Cloud-based computing - Software as a Service (SaaS)

Instead of holding everything locally on desktops and laptops, SaaS enables you to host all your business applications – such as Microsoft Office®, CRM software and other management systems – in one central point, normally in a secure data centre where remote access is then given to your business. As well as cost savings, with the correct, robust data connection, SaaS also increases data security, important when most of your critical business activities will now take place online.

2. Fast, reliable access - Remote hosting and data backup

Moving vital data off-site, then being able to access and retrieve it quickly and efficiently is of paramount importance. Whether it's stored at your own off-site data centre or a third party data centre, such as the four UK based facilities operated by Daisy, you need your data connection to be rapid, robust and reliable. High speed connectivity means that disaster recovery back-ups can be run without any effect on ongoing online business.

3. Working remotely - Video conferencing

Video conferencing can dramatically reduce travel time and cost while improving the effectiveness and wellbeing of your staff. Simultaneous users and bandwidth-hungry voice and video can be accommodated with the right data connection.

4. Reducing costs - Voice over Internet Protocol (VoIP) and Wireless LAN (WiFi)

Migrating your telephony to VoIP will certainly give you lower bills and more integrated communications. A built-for-business connection with a low contention ratio will deliver high quality calls with the consistency that you need, unlike consumer broadband which can result in loss of speed and time delays.

As more and more devices become WiFi-enabled, businesses are able to quite literally cut the cord. With the right connectivity solution and sufficient bandwidth, the safe and secure deployment of a well-managed wireless network can be achieved, leading to savings on internal network cabling as well as mobile data costs.

INTERNET ACCESS TECHNOLOGIES
WHICH ONE IS RIGHT FOR YOUR BUSINESS?

No two businesses are the same, and as there are now so many different ways to access the internet, it's important to choose a provider who can help to find the one that's right for you.

For smaller businesses with low data volumes looking to keep costs down, broadband is still the obvious choice – but a business grade solution from Daisy could give you that extra edge and greater support that you really need whilst you get on with the business of growing.

At the other end of the scale, large organisations with high volumes of data that require rapid, secure communications, may wish to consider fully managed leased lines with exclusive usage and maximum support levels.

Daisy is here to help you through the tangle of wires and terminology so that you make the right choice. And whichever solution you choose, with Daisy you have the reassurance that every solution is not only designed for and dedicated to business but also fully backed up by our expertise and experience.

•Tailored solutions to suit your **business needs•**

BROADBAND SOLUTIONS
THAT MEAN BUSINESS

ADSL BROADBAND - Ideal for web browsing, emails and E-commerce start ups.

ADSL BROADBAND explained

ADSL stands for Asymmetric Digital Subscriber Line. Data is transmitted via the same network that carries analogue telephone calls, and it's 'asymmetric' because download speeds (up to 16Mbps) are faster than upload speeds. Daisy offers a variety of reliable, business grade ADSL options ideal for sole traders or small businesses, including Daisy Broadband PRO, perfect for E-commerce.

In simple terms...

ADSL broadband is an easy access, cost-effective solution, perfect for web access and emails but not so suitable if you need to regularly upload large files, for web-hosting or bandwidth-hungry and time sensitive applications like video conferencing.

Consider this option if...

You're working from home, a sole trader or small business looking for a low cost, entry level solution.

How ADSL works

Copper cable   Copper cable

Daisy core network   Local telephone exchange   Green street cabinet   Your business
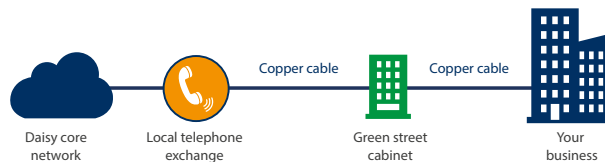
SCAN ME.
CLICK ME.

TO VIEW VIDEO.

BROADBAND SOLUTIONS
THAT MEAN BUSINESS

FTTC & FTTP - Ideal for cloud based applications and video conferencing.

FTTC & FTTP explained

FTTC (Fibre-to-the-Cabinet) uses fibre optic cable between the exchange and a street cabinet, which then links to a copper phone line to provide your broadband connection. FTTP (Fibre-to-the-Premises) means that fibre also connects the cabinet to your premises – but this will only be available for newly developed greenfield sites. Fibre delivered services are much faster than ADSL connections, and can carry much more data, Daisy offers a variety of FTTC and FTTP options that include a free router, static IP and an eight hour fix time to keep your business running smoothly.

In simple terms...

The extra speed (up to 76 Mbps) and stability offered by fibre optic makes this ideal for multiple users, cloud based applications and video conferencing.

Consider this option if...

Fibre is available in your area and you need the extra speed, reliability and security that real time applications demand. Speak to one of our experts today to find out if fibre is available in your area.

How FTTC works

Daisy core network — Local telephone exchange — Fibre cable — Green street cabinet — Copper cable — Your business

How FTTP works
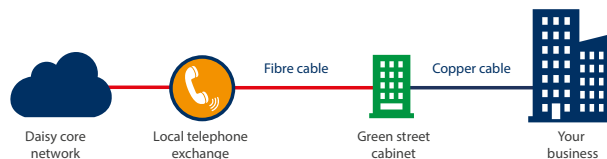
Daisy core network — Local telephone exchange — Fibre cable — Green street cabinet — Fibre cable — Your business
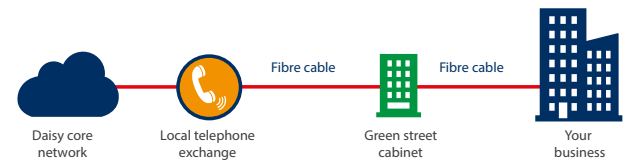
SCALABLE SOLUTIONS
INVENTED FOR BUSINESS

The Magdalen Centre, part of The Oxford Science Park, is one of the leading managed office locations for science, business and technology businesses in the UK. A joint venture between Magdalen College and Prudential, the centre hosts innovative, cutting-edge organisations at the forefront of research and development, together with fast-track companies in fields such as bioscience, computer, telecommunications and environmental science.

Naturally, fast, secure and reliable internet connectivity is essential to the 60 companies already in residence and a major factor in attracting new tenants to the park.

DAISY CONNECTIVITY MAKES
OXFORD SCIENCE PARK THE PLACE TO GROW

> *We have been working with Daisy for over a decade, so are fully confident in the company's ability to provide us with a solution that meets the needs of the businesses that are located at the sites. The robust connection and support of the team at Daisy ensures we are always able to provide the highest level of technology to our customers.*

Shannon Blaszko

Magdalen Centre & Sadler Building Manager

THE OXFORD SCIENCE PARK

With a shifting population, Daisy's solution allows bandwidth to be quickly expanded and upgraded as tenants' needs change. It supplies a secure, robust internet connection to over 90% of the organisations currently on site and has a fibre link from Daisy's network to provide extra resilience and security features like firewalls and switches to protect critical data and workflow. Daisy's engineers are always on hand to provide support.

ETHERNET CONNECTIVITY
DEDICATED TO YOUR BUSINESS

ETHERNET CONNECTIVITY

ETHERNET CONNECTIVITY explained

Unlike broadband, which is a shared resource, Ethernet connectivity is a dedicated connection that is delivered to you via Ethernet over Fibre to the Cabinet (also known as Generic Ethernet Access - GEA), Ethernet First Mile or Fibre Ethernet. Each delivery method will give the security, reliability and bandwidth that your business needs, and with guaranteed speeds and service levels, Ethernet connectivity from Daisy is the ideal solution.

In simple terms...

The extra reliability, security and symmetrical download and upload speeds makes Ethernet ideal for smooth and seamless VoIP and video conferencing, large data transfers and access to cloud based services.

Consider this option if...

Your data demands are growing and you need the extra speed, security and reliability that Ethernet connectivity offers, or you need a point-to-point leased lines, managed internet access or a wide area network solution.

SCAN ME.
CLICK ME.

TO VIEW VIDEO.

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ETHERNET CONNECTIVITY
DEDICATED TO YOUR BUSINESS

ETHERNET OVER FTTC / GEA - Ideal for VoIP, video conferencing and upstream hungry applications.

ETHERNET OVER FTTC explained

Where existing fibre or copper cable (if fibre is not available) connects your business to the nearest street cabinet, and a dedicated Ethernet line carries data to the Daisy core network. Daisy has a solution that guarantees symmetrical upload and download speeds of up to 19Mbps, with unlimited data usage and a 8 hour fix time.
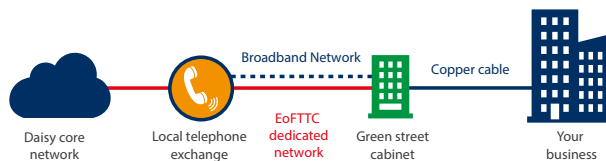
In simple terms...

A high velocity, hybrid solution that gives you the speed and bandwidth of Ethernet with the cost benefits of our FTTC and FTTP solutions.

Consider this option if...

You have up to 20 users, want a cost-effective way to enjoy the benefits of Ethernet and your business location has the required capability.

How ETHERNET OVER FTTC works

Broadband Network
Copper cable
EoFTTC dedicated network

Daisy core network | Local telephone exchange | Green street cabinet | Your business

How ETHERNET OVER FTTP works

Broadband Network
Fibre cable
EoFTTC dedicated network

Daisy core network | Local telephone exchange | Green street cabinet | Your business
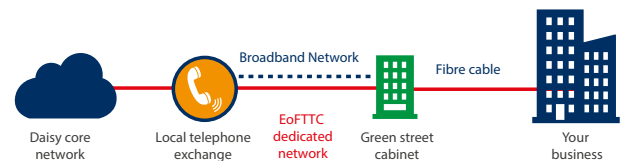
Established in 1933 as a specialist boot seller, Ellis Brigham is now the UK's leading independent outdoor sports retailer with 24 stores located across the UK. Ellis Brigham employs over 500 people, all passionate about getting out into the great outdoors. A considerable volume of sales is also generated by their website **www.ellis-brigham.com**, which deals with thousands of transactions every day.

Like many retailers with multiple sites, streamlining internal systems and improving communications had become a major factor in running the business successfully. They recognised that technology was key to the transformation they were planning, and came to Daisy to help turn their vision into reality.

HOW DAISY HELPED ELLIS BRIGHAM
TO KEEP WINNING

> 66 *Having been in existence since the early part of the last century, we had a certain way of doing things. However, at the start of 2013 we recognised that we needed to dramatically transform our on-site technology to create a sustainable operational model. After speaking with Daisy, its staff were able to analyse our requirements and deliver a full suite of solutions that fully support Ellis Brigham's current infrastructure* "

Robert Brigham
Managing Director, Ellis Brigham

ellisbrigham
MOUNTAIN
SPORTS

We identified that communication not only between sites and staff but also between systems was key to moving Ellis Brigham forward. A fleet of mobiles and market-leading IP telephony greatly improved internal communication, and we've also had a big impact on customer facing communications, powering everything from credit card transactions to the answering of phone calls. We host the entire IT infrastructure off site, making it possible to revamp the website and provide visitors with a much improved experience.

ETHERNET CONNECTIVITY
DEDICATED TO YOUR BUSINESS

FIBRE ETHERNET - Ideal for maximum security, high volume traffic and business critical applications.

FIBRE ETHERNET explained
Daisy's ultimate connectivity, this end-to-end fibre solution offers unparalleled levels of reliability and speed. It can be implemented in most locations regardless of whether or not fibre is currently available. Speeds of 1Mbps to 10Gbps and low latency ensure that the most demanding real time applications can be handled with ease. Daisy options include our highest service levels (99.93% availability), a 5 hour circuit fix and 4 hour Customer Premises Equipment (CPE) replacement service.

In simple terms...
A secure, totally managed service capable of dealing with large numbers of users and any high bandwidth cloud based application.

Consider this option if...
Your business needs complete control of your connectivity at all times, and any loss of service would have a major financial or operational impact.

How FIBRE ETHERNET works

Daisy core network — Local telephone exchange — Fibre cable — Your business
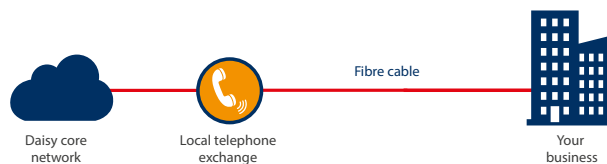
ETHERNET CONNECTIVITY
DEDICATED TO YOUR BUSINESS

EFM (ETHERNET IN THE FIRST MILE) - An ideal Ethernet solution where Ethernet over FTTC is not available and Fibre Ethernet is not economically viable.

EFM explained

Where Fibre Ethernet is not available or would be too expensive to install, Daisy EFM provides an end-to-end Ethernet solution using multiple copper wires to connect your premises directly to the Ethernet core network. The dedicated, uncontended connection provides a high symmetrical bandwidth.

In simple terms...

A high speed, dedicated and fully managed connection, ideal for the smooth running of real time applications like video conferencing and VoIP where fibre is not an available option.

Consider this option if...

You want the benefits of Ethernet and you can predict your future data requirements. Your business needs complete control of your connectivity and any loss of service would have major fundamental or operational impact.

How EFM works

| Daisy core network | Local telephone exchange | Multiple Copper pairs | Green street cabinet | Multiple Copper pairs | Your business |
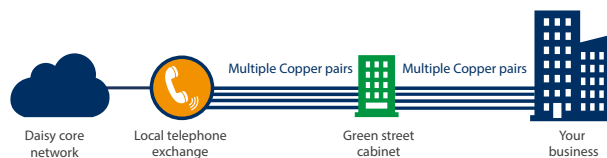
Integral is one of the largest independent providers of property maintenance services in the UK with over 1,600 clients in 40,000 locations across a wide range of sectors including health and retail.

As the business grew, the amount of business critical information in circulation between employees was also growing, and while Integral had a telecommunications system in place, it wanted to ensure that it was working as efficiently as possible today, and future proofed for tomorrow.

HOW DAISY CLEANED UP
ON COSTS FOR INTEGRAL

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> *As a result of unifying the Wide Area Network (WAN) for core sites; implementing managed ADSL for our smaller offices, internet access and firewalls, it's estimated that we are making a significant cost saving of over £100k with the new Daisy network.* "

Mick Williams

Group Information Services Manager,
Integral

INTEGRAL

Our end-to-end solution gave Integral a better, more manageable service and cut their costs at the same time. Implementing the core service over Multi-Protocol Label Switching (MPLS) with Ethernet First Mile (EFM) access we gave them with a more scalable solution that allowed for future growth. For extra peace of mind, Integral embedded its firewalls into our own highly secure network.

DATA NETWORK APPLICATIONS
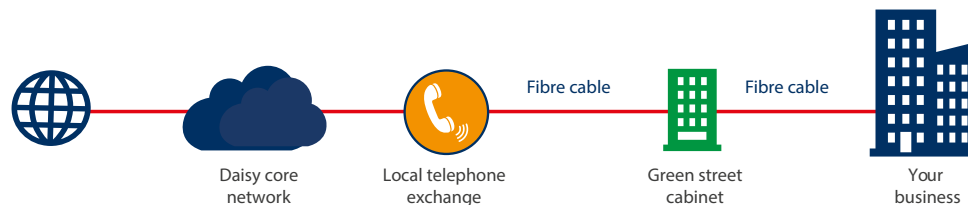## PUTTING TECHNOLOGY TO WORK

Today's technology enables successful connectivity. Whether you need more speed, more volume or to link your sites together simply and securely, you can be sure there's a Daisy solution that can grow as your business grows.

MANAGED INTERNET ACCESS (MIA)

If your business requires a dedicated internet connection with guaranteed speeds, low latency and low jitter then Managed Internet Access from Daisy is the ideal solution. Provided over copper or Fibre Ethernet circuits, MIA provides your business with internet access via an Ethernet connection that is fully managed and proactively monitored, as opposed to broadband which is not supplied with any management services.

An MIA solution gives you and your business confidence of high availability but in the unlikely event of any service degradation or outage it will be resolved quickly and effectively. The proactive monitoring of these services, by Daisy's experts, means that the issue is often resolved without it impacting on your business operations at all.

How MANAGED INTERNET ACCESS works

| Daisy core network | Local telephone exchange | Fibre cable | Green street cabinet | Fibre cable | Your business |

DATA NETWORK APPLICATIONS
PUTTING TECHNOLOGY TO WORK

POINT-TO-POINT LEASED LINES

By employing dedicated Ethernet connections, Daisy's point-to-point solutions are perfect for directly linking offices on geographically separate sites. Point-to-point can also be used to connect key user locations to an off-site data centre. Your data will be more secure, performance will be more reliable, and using VoIP connectivity, you'll make big savings on inter-site calls.

How POINT-TO-POINT works

Your business   Fibre cable   Local telephone exchange   Fibre cable   Your business

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TO VIEW VIDEO.

•**Linking** your business together
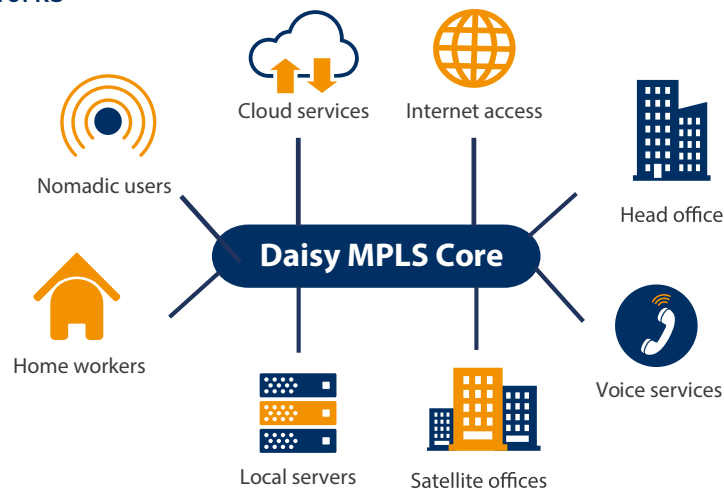to improve **collaboration**•

21

BRINGING BUSINESS TOGETHER
WIDE AREA NETWORK (WAN) SOLUTIONS

No matter how large your organisation, Daisy can streamline your communications, improve collaboration and make significant cost savings. Perfectly matched to today's diverse business needs, MPLS technology (Multi-Protocol Label Switching) is used to link together offices, data centres, disaster recovery sites and home/remote/mobile workers. It allows servers and network printers to be managed, used and shared effortlessly amongst staff.

The list of benefits is impressive; reduced costs, an improvement in the quality of communications between your sites, the ability for a single voice solution to be deployed across all business locations, greatly increased opportunities to utilise cloud based applications and the flexibility and scalability essential for future growth.

How MPLS works

Nomadic users

Cloud services

Internet access

Head office

Home workers

Daisy MPLS Core

Local servers

Satellite offices

Voice services

Founded in London in 1868, and granted a Royal Charter by Queen Victoria in 1881, the Royal Institute of Chartered Surveyors (RICS) is the acknowledged world leader in setting professional and ethical standards in land, property and construction. RICS has over 118,000 members in 140 countries delivering knowledge and serving the public interest in their local areas.

The RICS Library and Information Service is the foremost source of information, drawing on a vast database of material, while much of their training and accreditation is now delivered online.

RICS has nine sites in the UK and a global reach, so the need for faster, more efficient and cost-effective UK communications and to make cost savings overseas lead them to consider a major overhaul of their existing networks to take advantage of the new technologies available.

DAISY LAYS FIRM
FOUNDATIONS FOR RICS

> **❝** *Daisy is very dynamic in its approach, with the right people in the right places – as demonstrated by the excellent level of service provided throughout the planning stages. Over the past three years we have experienced considerable cost savings and increased efficiency. The level of service received throughout the whole process, from planning to deployment to after care has been excellent. The Daisy team are highly focused on our needs and we will not be looking to consult any other third party providers.* **❞**

Mark Smith
Network Manager, RICS

RICS

After gaining an understanding of what would deliver the best solution for RICS, we suggested replacing their existing Multi-Protocol Label Switching (MPLS) network, Leased Lines and Point-to-Point networks, with linked Ethernet circuits to give them the increased bandwidth they needed as well as significant cost savings. It was a win/win solution and one that would take them into the future in excellent shape.

The table opposite gives an overview of the technologies described in this brochure to help you compare the features and benefits and pick the right solution for your business.

If you'd like more information, or to talk to one of our friendly Daisy experts, feel free to get in touch.

Some more technical terms explained

Latency – The speed of your network, in other words its 'delays'. 'Low latency' will usually have small delays and process information quickly. 'High latency' will have longer delays and process information more slowly.

Jitter – Can cause delayed or muddled up conversations during a video call. This is caused when information is received (a step) out of time from the rest of the information being sent.

Packet loss – When the network gets congested and loses packets of information. These losses will cause there to be intermittent gaps in the audio during a video or VoIP call.

Contention ratio – Refers to the maximum number of users (or businesses) sharing a connection (bandwidth). For example if you have a contention ratio of 1:1 this means that you have sole access to one connection (bandwidth) which all your users can then share.

Download speed – The rate at which data can be received via the internet. Usually higher than the upload speed, and the higher the speed the smoother actions like web browsing will be.

Upload speed – is the speed at which data (such as design files, photographs, and videos) is uploaded to the internet. High upload speed is important when maintaining websites.

OUR SLAs
TO KEEP YOUR BUSINESS GOING

	ADSL Broadband		FTTC Broadband		Ethernet		
	Daisy Business Broadband	**Daisy Business Broadband Pro**	**Daisy Advance**	**Daisy Advance plus**	**Daisy EoFTTC**	**EFM (Daisy copper based Ethernet)**	**Daisy Fibre Ethernet**
Latency	<80ms	<80ms	<30ms	<30ms	<30ms	<20ms	<20ms
Jitter	<75ms	<75ms	<25ms	<25ms	<25ms	<25ms	<25ms
Packet loss	< 3%	< 3%	<0.1%	<0.1%	<0.1%	<0.01%	<0.01%
Contention ratio	>1:1*	>1:1*	>1:1*	>1:1*	1:1	1:1	1:1
Service guarantee	None	None	None	None	99.93%	99.93%	99.93%
Max download speed	Up to 16mbps** subject to line conditions	Up to 16mbps** subject to line conditions	Up to 38mbps subject to line conditions	Up to 76mbps subject to line conditions	Guaranteed to the Max Upload Speed	Up to 35mbps guaranteed	Up to 10Gbps guaranteed
Max upload speed	Up to 0.9mbps** subject to line conditions	Up to 0.9mbps** subject to line conditions	Up to 9.5mbps subject to line conditions	Up to 19mbps subject to line conditions	Up to 19mbps subject to line conditions	Symmetrical service	Symmetrical service
Coverage (availability)	High	High	Lower	Lower	Lower	High***	High***
Support	24 hrs / 7 days	24 hrs / 7 days	24 hrs / 7 days	24 hrs / 7 days	24 hrs / 7 days	24 hrs / 7 days	24 hrs / 7 days
Lead time (working days)	6 working days (if broadband only) 13 working days (if broadband & line delivered Over MPF)	6 working days (if broadband only) 13 working days (if broadband & line delivered Over MPF)	10 working days	10 working days	10 working days	45 working days	70 working days
Target fix time	<40 hrs	<40 hrs	<8 hrs	<8 hrs	<8 hrs	<7 hrs	<5 hr
Monthly site availability (up to)	97.0%	99.5%	99.80%	99.80%	99.85%	99.90%	99.93%

* Business Broadband connections are no longer physically contended. Contention is now on a nationwide basis and is only enforced during busy periods when needed.

** Higher bandwidth may be possible, however to make relevant comparisons a high average is used.

*** May be subject to excess constructions charges.

FURTHER TECHNICAL INFORMATION
THE DETAILS YOU NEED

Business Broadband

- Up to 5 users*
- Up to 16Mbps download speed***
- 1 Mbps upload speed
- One static IP provided
- Variety of data usage options
- UK-based support and customer service
- Can be used in conjunction with one analogue voice connection

Business Broadband Pro

- 5-10 users*
- Low contention ratio
- Business grade standard care SLA with 40 hour fix time
- Variety of usage options
- UK based support and customer service
- Can be used in conjunction with one analogue voice connection

Daisy Advance/Daisy Advance Plus

- 5-20 users*
- Fibre broadband
- Up to 76 Mbps download speed**
- Up to 19 Mbps upload speed**
- Free router and static IP provided
- 24/7 UK-based support
- 8 hour fix SLA
- Variety of data usage options
- Can be used in conjunction with one analogue voice connection (FTTC variant only)

Ethernet over FTTC

- 20+ users*
- Cost effective
- Highly secure
- Guaranteed download speeds of up to 20Mbps
- Guaranteed symmetrical upload and download speeds
- Download speeds may be higher (not guaranteed)
- Guaranteed low latency and packet loss
- Availability is dependent on local exchange capability and FTTC or FTTP availability
- This technology is not scalable so you need to be sure that the bandwidth provided will suit your business
- Cannot be used in conjunction with analogue voice connections

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EFM

- 20+ users*
- End-to-end Ethernet offering symmetrical download and upload speeds
- Highly secure
- Completely uncontended
- Low latency and packet loss
- Availability is dependent on local exchange capability and available copper lines

Fibre Ethernet

- 20 + users*
- Available from 1Mbps to 10Gbps
- Highly secure
- Guaranteed low latency, low jitter and low packet loss
- 5 hour circuit fix SLA and 4 hour CPE replacement service
- Easy to upgrade

Point-to-point Leased Lines

- Perfect to connect two sites
- Available using copper or fibre Ethernet
- Highly secure
- High availability, low latency private circuits
- Robust SLAs
- UK-based support services and technical support

Wide Area Network Solutions (MPLS)

- Make multiple sites act as on homogenous network
- Easy to share servers and printers across multiple sites
- Reduced traffic tromboning
- Single internet breakout, easy to secure by means of firewalls and content filtering
- Internal network not exposed to the outside world
- Easy to expand with additional sites
- No restriction on private fixed IP addresses, making VoIP configurations more secure and easier
- Cost effective

*The number of users is for indicative purposes only and depends on the type of business you run. Some users and businesses require greater bandwidth and this may reduce the number of users that can be supported.

**Depending on the location and the package taken

*** Higher bandwidth may be possible, however to make relevant comparisons a high average is being used.

ADSL – Asymmetric Digital Subscriber Line (ADSL) This is the most common way of accessing broadband internet. ADSL transforms a normal analogue telephone line into a high speed digital line. ADSL offers customers faster download speeds but the upload speeds are much slower. Residential customers tend to use ADSL which affects the speed.

The bearer – The total size of bandwidth available on your connection. You pay for what you use within the bearer. For example imagine a cake, you don't want the whole cake, just a piece of it, so that is what you pay for. However, if in the future you are a bit hungrier you have the ability to purchase (upgrade) a bit more cake!

Coverage availability – This is the availability of the connectivity product across the UK.

Contention ratio – Refers to the maximum number of users (or businesses) sharing a connection (bandwidth). For example if you have a contention ratio of 1:1 this means that you have sole access to one connection (bandwidth) which all your users can then share.

Core network - The central part of a telecommunication network that provides various services to customers connected by the access network.

Cloud based business applications – Services that are hosted in a data centre. Cloud services tend not to have a direct relationship with a computing platform, and can therefore be moved anywhere 'in the cloud', thus giving a high level of resilience.

Data network applications – These are any applications that Ethernet allows you to do. For example point-to-point access, managed internet access or MPLS with breakout.

Ethernet over Fibre – A connection providing high speed Ethernet bandwidth delivered as Ethernet over fibre optic lines. In contrast with broadband technologies these Ethernet services are dedicated services and not shared.

Ethernet over Copper (known as Ethernet First Mile -EFM) - If Fibre Optic is not available in a given area, an Ethernet service can be delivered over multiple copper telephone lines.

Ethernet – A method of connecting computers in a data network and to transfer data within a computer network. Used in our Ethernet Extensions, National Ethernet and Ethernet VPN services.

Fibre Broadband – Fibre Broadband uses Fibre Optic cable to deliver data and is able to deliver it faster and in higher volume than can be done with the existing copper wires currently in use.

FTTC - Fibre to the Cabinet is a broadband product that offers faster internet speeds by reducing the amount of copper wire being used to deliver a service to your premises. Fibre Optic cable replaces the copper wire between the local telephone exchange and the telephone cabinet, nearest to your premises. Once the fibre has been installed a faster service can be offered to you.

FTTP – Fibre to the Premises. This broadband product offers customers an even faster service than FTTC. Like FTTC, Fibre Optic cables replace the copper wiring from the local telephone exchange to the telephone cabinet. With FTTP the Fibre Optic cables are then installed directly into the actual premises.

Homeworkers – Employees and workers who either work from home full-time or part-time and who need access to the business network.

Jitter - Is about timing. Imagine the sound of a clock as it gently ticks away in a steady regular rhythm. Suddenly the rhythm drops out of time for a beat, then resumes the correct pace. That is a Jitter. The delay of information being received is (a step) out of time from the rest of the information being sent. In severe cases when the jitter is larger than a simple drop in the timing, a packet of information may be lost. A good example of jitter is when you are on a video call and the screen jumps about and the conversation is delayed or even muddled up.

Latency – The speed of your network, in other words its 'delays'. 'Low latency' will usually have small delays and process information quickly. 'High latency' will have longer delays and process information more slowly.

Lead time – This is how long it will take to deliver your connectivity product from the time of ordering.

Local servers – A server that is installed in close proximity of end-users, usually in the same building and uses the LAN to communicate.

Max download speed - The download speed is the pace at which data (websites, programmes, music etc) is transferred from another source to your device. The max download speed will all depend on what type of connectivity you have.

Max upload speed – The upload is the speed at which data (such as design files, photographs, videos) is uploaded to the internet. Typically this could be to a business intranet or uploading to file share, to colleagues or customers. Essentially, the upload is going in the opposite direction to the download - from your computer to someone else's.

Multi-site network - A network of multiple locations joined together.

Multiple data applications - Such as email, web browsing and business management systems that are used at the same time.

Outage – A situation where a connection is not available or seriously degraded as a result of a network failure.

Packet loss – is when the network gets congested and loses packets of information. Reasons for this happening can vary from poor signal strength at the destination to hardware failure or even corrupt software. Often more than one factor is involved. This loss of information will cause intermittent gaps in the audio during a video or VoIP call. This can also cause Jitter during video conference.

Private circuits – An older term for a dedicated connection between two addresses that is fully transparent and is not routed in the public network exchanges. More commonly the term point-to-point is used.

SaaS – Software as a Service. This is a service that uses the most up to date software available to computers. There is now no need to purchase the software for your company and then pay for updates. Simply 'rent' the software from us and we will provide it to you 'as a service'.

SLAs – Service Level Agreement.
In the unlikely event that a failure occurs, we have an agreement in place stating how long it will take for us to fix it for you.

Service guarantee – This is the guaranteed performance you can expect the connectivity to achieve when you take in to account factors such as the latency and jitter.

Static IP – (Internet Protocol) – When a computer (or any device) connects to the internet it is automatically allocated a numeric code called an IP address. An IP address is like a telephone number that any computer can use to find any other computer in a network. However if there's an interruption in the network connection and you need to reboot your computer, a new IP address may then be assigned to your computer or device. With a static IP address this would not happen as it is

a permanent address on the internet for that computer or device.

Support – If you have any questions, queries or concerns, our support teams are available to help you 24/7.

Symmetrical bandwidth – You can transmit OR receive communication at the same speed on the network.

Target fix time – The time in which we aim to have any faults or issues resolved for you.

Throughput – The amount of data transferred or processed in a specific amount of time. Throughputs are usually measured in bits per second (bps).

VPN – Virtual Private Network (VPN): a private network that uses the public telecoms infrastructure.

VoIP – Voice over Internet Protocol. A method of transmitting voice calls over the internet.

Wide area network solutions - Networks are designed in a hierarchical fashion. A Local Area Networks (LAN) is a network that is in one building and is self-contained. Wide Area Network (WAN), is a network that joins multiple Local Area Networks together. A Metropolitan Area Network joins multiple WANs together.

Daisy Connectivity Portfolio

At Daisy we're dedicated to helping businesses succeed in a digital world, providing fast, reliable and secure connectivity that every business needs, be it large or small.

We understand that businesses need robust, future proof solutions. That the explosion in internet usage among consumers has created a need for specialist solutions for businesses alone; and that online support has to be 24/7/365 – downtime is not an option.

For an unbiased view of current and future technologies, **talk to us.** We are an independent provider and we deliver competitively priced, bespoke solutions to meet your requirements.

Call us today we're here to help: **0808 278 3518**

For more information please visit www.daisygroupplc.com

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