



# Ethernet Solutions

## Next Generation Networking

### Next Generation Ethernet

Next Generation Ethernet offers a dedicated, superfast and secure way to connect to the Internet.

This service is provided over the UK's most connected Next Generation Network providing connectivity speeds ranging from 10Mbps to 1Gbps, all fully managed with dedicated account management and technical support.

Next Generation Ethernet also offers a future-proofed access method to other network solutions such as Managed IPVPN, Voice over Ethernet and Internet VPN.

### Ethernet First Mile

Ethernet First Mile (EFM) is built on a proven and robust network structure using copper pairs to deliver a high capacity Ethernet service as an ideal upgrade to xDSL or Leased Line services, providing greater bandwidth without the jump to full Ethernet.

This superior technology provides Internet access using less copper pairs than BT without compromising on speed. The guaranteed minimum symmetrical speed is 2Mbps, going up to 10Mbps over 2 copper pairs and 20Mbps on 4 copper pair.

### Voice over Ethernet

Voice over Ethernet is an end-to-end managed solution designed to connect a business telephone system to the public telephone network (PSTN) and a cost-efficient and flexible alternative to ISDN channels.

Ideal for large businesses and call centres with more than 90 voice channels, Voice over Ethernet (using SIP technology) will provide outstanding service availability, scalability, compatibility and the option to add other next generation technologies over our future-proofed network.

Voice over Ethernet is an alternative solution if you have outgrown your ISDN30 solution or are looking for a more cost-effective and longer term alternative.

### Ethernet technology can also be applied to wide area networking solutions:

#### IPVPN

This is a private network built specifically for multi-sited businesses that want to bring together and share numerous traffic types, such as voice, video and data, into one streamlined network giving each application the priority it needs.

#### Internet VPN

Complementary to our Managed IPVPN and private network solutions, internet VPN allows you to connect your sites together using a secure encrypted transmission over our business only internet access platform.

**activereach  
and partners  
have created  
a number of  
services that  
are delivered  
using Ethernet  
over a Next  
Generation  
Network**

For more information, call **0845 625 9025** or  
email **contactus@activereach.net** or  
visit our website **www.activereach.net**.

## An overview of Ethernet technology

### Benefits of Ethernet Solutions

#### Extensive UK coverage

With more than 1,800 Ethernet enabled exchanges over a powerful Next Generation Network, we're confident we can connect and reach sites in the same area, as well as remote sites across the the UK where other providers can't, simply because they don't have the reach.

#### Peace of mind

We offer flexible design and resilience options compared to most other Ethernet providers due to the control our own network gives us. Ask us about our back-up options for the solution you consider.

All our solutions are backed up by stringent service levels and a dedicated UK support team so you know you're in safe hands.

### What is Ethernet?

Ethernet is a networking technology, originally developed in the 1970's for Local Area Networks (LANs), typically to connect computers and printers and other peripherals together in one office so they could share applications and data.

Today, Ethernet has become a widely adopted standard, and is now also used for Wide Area Networking (WAN), internet access, and next generation technologies such as SIP Trunks (phone lines).

Ethernet is simple, easy to use and readily upgradable and scalable from 10Mbps to a massive 1Gbps, depending on business needs.

Because Ethernet is a standardised technology it also reduces the big infrastructure investment that an organisation might be forced to make otherwise.

Ethernet is now seen as the most reliable technology for business mission critical applications.

### What's driving the move to Ethernet as a Wide Area Networking technology?

- ▶ **Collaborative work environments**  
Connecting multiple offices
- ▶ **Routine sharing of large files**  
Sending presentations and videos via email
- ▶ **Converged applications**  
Voice, data and video over one IP network
- ▶ **Multi-tasking**  
Where multiple high-bandwidth applications are open simultaneously, e.g. you're on a conference call, while at the same time downloading a presentation and sending a large data file via email to a colleague.

### Why choose activereach

- ▶ **Reach**  
Working in partnership our network is deeply built with the highest density of enabled exchanges in the industry.
- ▶ **Resilience and capacity**  
The core network is built to handle huge business data volumes and includes an 800Gb supercore fibre network around London and two 400Gb fibre rings around the main population centres and extends to other regions of the UK.
- ▶ **Capability**  
We are truly making convergence a reality and are delivering to a planned roadmap of robust and competitive products and solutions.
- ▶ **Cost**  
Our business partners have one of the lowest cost bases in the industry, providing you with a compelling commercial proposition to future-proof your IT strategy.

Call **0845 625 9025** today  
or visit [www.activereach.net](http://www.activereach.net)

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**TalkTalk  
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