



**Symmetrical.  
Resilient.  
Secure.**

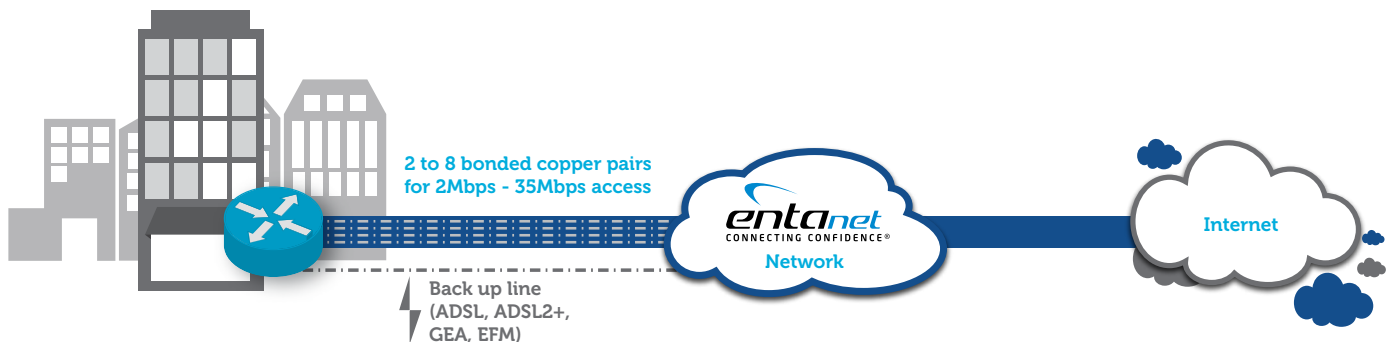
## Ethernet in the First Mile (EFM)

EFM represents a highly cost effective, uncontended and reliable form of connectivity for businesses looking for an alternative to leased lines, Ethernet and DSL.

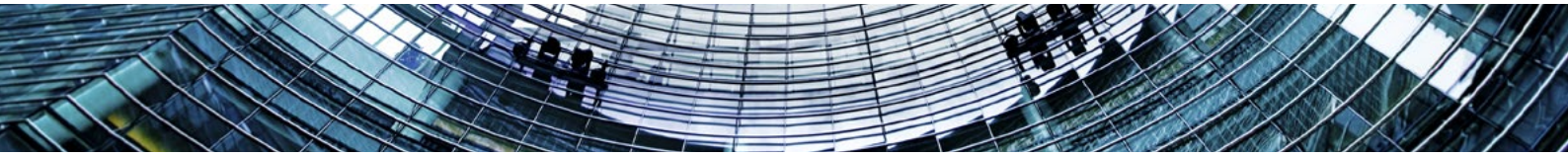
EFM solutions use between two and eight copper pairs to deliver symmetrical Ethernet speeds from 2Mbps to 35Mbps to businesses situated within 4.8km of the serving exchange. The distance between your premises and serving exchange and also your bandwidth requirement determines the number of copper pairs to be used to deliver the access speed you desire, with installation completed within just 30-35 working days.

Our EFM solution is backed by a comprehensive Service Level Agreement, with a choice of backup options including ADSL2+ and ADSL. We additionally provide 24/7 UK based technical support with 24/7 network monitoring by our Network Operations Centre and guarantee return to service within 9 business hours in the event of a circuit failure.

## How EFM works



## Ethernet in the First Mile (EFM)



### Features

Symmetrical speeds from 2Mbps - 35Mbps

Service Level Agreement and backup options

24/7 monitoring & 24/7 helpdesk

Utilisation of copper infrastructure

Multiple bundled copper pairs

Extensive UK coverage

Guaranteed return to service within 9 business hours

### Benefits

Creates a connectivity platform capable of supporting rapid information flow in both directions. Speeds are not rate adaptive like some providers' EFM service, they are delivered by using the required number of copper pairs.

In the unlikely event of a problem, your service is maintained by our comprehensive remedy procedure.

Continuously monitored and supported to ensure consistency of service and immediate action where necessary.

Reduce install and monthly rental costs by utilising existing copper infrastructure and reduce lead times to just 35 working days.

Delivers required speed and range as well as greater resiliency than a single DSL connection.

EFM is already available to 60% of UK businesses.

In the event of a circuit failure, you can be confident your service will be restored quickly.

### Why EFM?

EFM solutions are particularly suitable for organisations seeking greater reliability from their connectivity at an easily affordable price. EFM uses multiple bonded copper lines. Where one pair should fail, the connection will still remain operational at a lower speed until the problem is quickly resolved. Coupling this with comprehensive Service Level Agreements and a range of backup options shows why many organisations see EFM as a step up from rate adaptive broadband.

Businesses are becoming increasingly reliant on their connectivity solutions in order to connect multiple branches and remote workers, run critical applications such as VoIP or hosted cloud services and maintain essential online assets such as e-commerce portals and websites. EFM is often chosen by organisations that want to reduce monthly rental and install costs by utilising their existing copper infrastructure, while reducing lead times to just 30-35 working days.