



TELECOMMUNICATIONS

Well Connected

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TalkTalk is the UK's leading value for money provider of fixed line broadband and voice telephony services to consumers and business users. We serve over 4.8 million customers across the UK under the TalkTalk, AOL Broadband and TalkTalk Business brands.

[TalkTalk Business' EFM is extremely resilient and is an efficient use of our existing, proven next generation network infrastructure.]



Over the past five years, through a combination of organic growth and acquisitions, we have built one of the UK's largest broadband and voice customer bases. We operate the UK's most extensive next generation network and use this advanced technology to provide our customers with a range of clear, consistent, value for money broadband, voice and associated services. We have installed our own advanced equipment in more than 2,000 of the UK's local telephone exchanges, which serve around 86 per cent of the country's households and will be adding a further 700 exchanges over the next two years. Known as 'local loop unbundling', this process brings major advantages for the customer, such as optimised broadband speed and service quality, and access to our growing range of additional products and services.

TalkTalk Business, has recently launched Ethernet in the First Mile (EFM).

TalkTalk Business' EFM is extremely resilient and is an efficient use of our existing, proven next generation network infrastructure. EFM is ideal for customers who require a higher bandwidth than is achievable on traditional ADSL products but is at a more competitive price point compared to other fibre-based ethernet services.

The innovative and affordable bonded copper connection ensures resilience and boosts commercial productivity for a wide variety of end users. Customers have

access to a full range of synchronous ethernet services delivered over bandwidths from 2Mb - 20Mb symmetrical, with 100 per cent success rate on achieving minimum predicted speeds, in addition to the existing portfolio of fibre based products for the 10Mb through to 1Gb range.

Although the speed of an EFM circuit depends on the distance from the end customer's office to the local serving exchange, TalkTalk Business' network covers over 1,800 UK enabled exchanges, enabling low cost access for businesses up to 4km from the exchange.

Lance Spencer, Director of Connectivity at TalkTalk Business, said: "TalkTalk Business' EFM is extremely resilient and is an efficient use of our existing, proven next generation network infrastructure. It enables us to maximise the use of more than 1,800 enabled exchanges, giving us a wider reach than any other EFM provider in the UK market.

To use EFM, either two or four dedicated data-only copper pairs and associated wall sockets, are installed. A qualified engineer will install TalkTalk Business' own network terminating equipment, providing the site with an RJ45 ethernet interface, allowing standard customer premises equipment to be connected to provide businesses with the most cost effective, resilient ethernet service in the UK Market.

TalkTalk Business is a long-established supplier of voice and data services to the small and medium sized enterprise market, using our extensive, low cost network infrastructure to deliver a wide range of propositions to these customers. Over the past 15 years, we have worked with over 180,000 businesses, making us the UK's leading provider of B2B data networking and telephony services.

To find out more visit talktalk.co.uk or talktalkbusiness.co.uk

TalkTalk
A brighter home for everyone

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