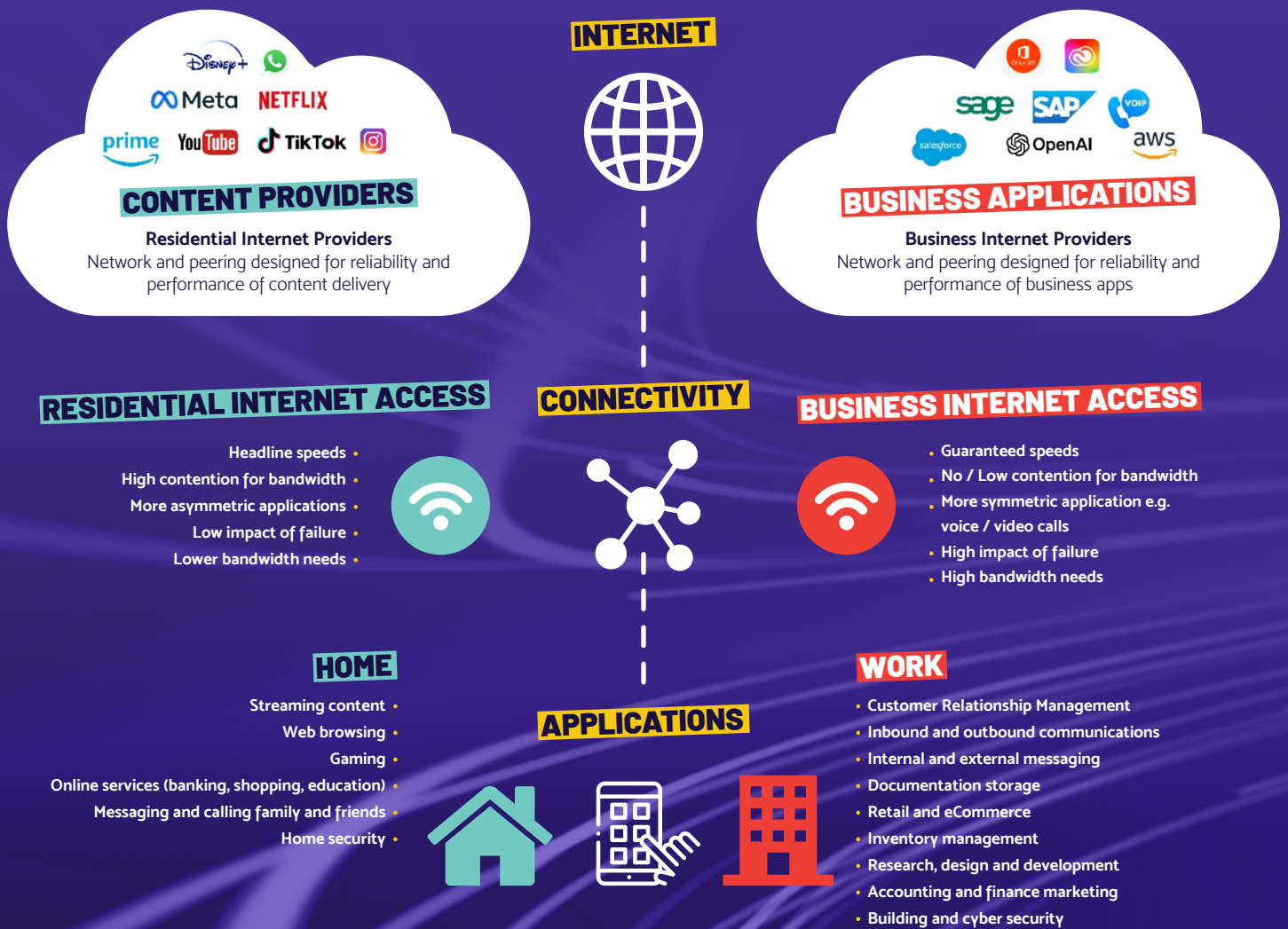


THE DIFFERENCE BETWEEN **BUSINESS** AND **RESIDENTIAL** BROADBAND

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THE DIFFERENCE BETWEEN **BUSINESS** AND **RESIDENTIAL** BROADBAND



Business and residential broadband have distinctly different features thanks to the differing consumer demand.

Residential broadband can be summarised by content consumption, driven by residents' need to stream content from platforms such as YouTube, Netflix, Amazon Prime Video, Disney + and other streaming services. In short, residential internet providers focus on the reliability and performance of the content many of us consume on an hourly basis.

Business broadband, however, is built for the reliability, delivery and performance of business applications, using more bandwidth to cater to more users. Business applications have a much higher impact of failure, and more scalable bandwidth requirements, so ISPs need to provide the connectivity toolkit to manage increasing demand.

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Business broadband also has a lot more to contend with, including:

- Bandwidth demands from multimedia content (e.g., video conferencing, streaming)
- Security threats such as data breaches and hacking attempts
- Compliance with data protection regulations (e.g., GDPR)
- Network congestion during peak usage times
- Reliability and uptime requirements for mission-critical operations
- Scalability to accommodate growth in data usage and workforce size
- Quality of service (QoS) guarantees to prioritise critical applications
- Integration with other technologies (e.g., IoT devices, smart office solutions)
- Customer support and service level agreements (SLAs)
- Competitive pricing and value-added services to attract and retain clients.



Some of the key feature differentiators between residential and business broadband can be summarised by the number of add-ons and features, including:

- 10Gbps-capability
- Symmetrical upload and download
- Guaranteed speeds
- Scalable bandwidth to accommodate growing headcounts and application usage
- Added resilience to prioritise business continuity

Not every organisation, however, has access to business-grade full fibre connectivity, with so many of the UK's smallest businesses still on a copper connection.

Small businesses contribute over £808 billion to the UK's economy every year, and with over 2.1m companies still on a copper line, the urgency to move to a resilient, robust and reliable connection is growing more and more urgent.

However, full fibre connectivity does more than just prioritise the delivery, reliability and performance of business applications; it offers the business community distinctive benefits, including:

- ✓ Accelerated growth with the bandwidth to support increased data transfer demand
- ✓ A chance to embrace the future of bandwidth-hungry technology from the IoT
- ✓ The toolkit to unravel operational bottlenecks from dropped connections
- ✓ A security blanket with more resilient fibre in an era defined by cyber security breaches
- ✓ Cost efficiency through connectivity packages that grow with you
- ✓ Reduced downtime with backup and resiliency add-ons for an 'always-on' model

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The way businesses operate is changing day by day. In retail alone, how bricks and mortar and e-commerce now process payments means there is an increased reliance on connectivity to ensure point of sale systems operate optimally.

This includes:

While a residential connection can suffice in the early stages of business growth, as headcounts and customer bases grow alongside the use of bandwidth-hungry technology, such as automated smart devices and round-the-clock data analytics systems, your connectivity needs surpass what residential connectivity can deliver. There are also some key signs that your connectivity needs are evolving past what your package can deliver.

- **Patchy connectivity across the office**
- **Slow file transfer speeds**
- **Drop-offs during video conferencing**
- **Sluggish connections at peak times**
- **Difficulty in adopting bandwidth-hungry technology like AI, Cloud Computing and Smart Devices**

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IN YOUR CONNECTIVITY?
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