

# Superfast Business Wales



## Are you prepared for the arrival of superfast broadband?



Llywodraeth Cymru  
Welsh Government



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## Broadband and business

Broadband has become a standard requirement for business. Superfast broadband adds extra dimensions to that, not just in terms of speed, but also in terms of what can be done using the connection and reliability of the service. Superfast broadband enables much more to be achieved online.

However, it is not the technology that is important, but what you do with it. Superfast broadband can make many business processes more efficient as well as enabling you to accomplish more at a higher quality output, extending your reach and potential.

# What exactly is superfast broadband?

Traditional broadband (known as ADSL) is delivered via copper telephone lines, whilst superfast broadband uses fibre optic cables making it much faster and more reliable. The current average broadband speed in Wales is around 9Mbps. Superfast broadband can enable speeds of up to 330Mbps, transforming work for people across Wales.

The exact speed you get also depends on a number of additional factors like the length of your line from the telephone exchange or green roadside cabinet; the line and equipment quality, and internal wiring within your premises. Superfast Cymru is working hard to ensure that everyone gets as fast a speed as possible given their geographical location.

**Find out if you can already receive superfast broadband  
or when it will be available in your area by visiting:  
[www.superfast-cymru.com/where-and-when](http://www.superfast-cymru.com/where-and-when)**

# How fast is superfast?

Superfast broadband makes use of fibre optic cables to deliver higher speeds, greater capacity and higher reliability. In the main there are two ways of delivering this technology to a business or home-based user:



## **FTTC (Fibre to the Cabinet)**

delivers fibre optic lines to a cabinet in the street and then existing copper telephone lines to your premises. This can deliver speeds of up to 80Mbps for downloads.



## **FTTP (Fibre to the Premises)**

delivers fibre optic lines directly to the premises, making it even faster. This can deliver download speeds of up to 330Mbps at present.

The exact speed you can get not only depends on your location; but it can also be affected by the package you purchase from your superfast broadband provider. It is important that you take some time to compare packages and suppliers to ensure you choose the right one for your business.

# What will superfast broadband enable?

By switching to superfast broadband you will be able to use the latest cloud computing based services in your business. Cloud computing involves accessing IT resources (such as applications and storage) over the internet rather than having them on your own PC or network. Exploiting these services can massively benefit your business in terms of efficiency, productivity and cost savings. Cloud services are often described as either Software as a Service (SaaS) or Infrastructure as a Service (IaaS).

### SaaS



**With SaaS you no longer pay for software applications** before downloading them to a PC or installing them from a CD. Instead, you sign up with a software supplier who supports the SaaS model or with a specialist SaaS firm, and then get through your day-to-day work using software that is held on their servers. The use of their software is charged for on a subscription basis according to usage.

### IaaS



**With IaaS you are effectively virtualising your hardware** such as servers and storage. So instead of buying a new, bigger disk drive, you simply rent a bit more disk space. Hosting IT infrastructure on the cloud will not only save money on hardware, storage and servers, but it will also reduce energy bills.

# How do you get started?

The first step is to check for availability in your area at:

**[www.superfast-cymru.com/where-and-when](http://www.superfast-cymru.com/where-and-when)**

**Act now: Your existing broadband service will remain unchanged unless you upgrade to a superfast broadband package.**

Visit **[www.superfast-cymru.com/providers](http://www.superfast-cymru.com/providers)** to find an internet service provider and sign up for the best package for you. Not all providers offer the same service, so check out their costs and connectivity to ensure you get the best connection for your business.

**Upgrading should be a simple process:** an engineer from your internet service provider will call and install the necessary hardware (such as a fibre modem and router) at your premises.

## What benefits can you expect?

- **Increase profits** – less outgoings and greater customer engagement result in increased profits.
- **Increase productivity** – introducing flexible working can allow staff to be more agile and do business with anyone, anywhere, anytime. Virtual private networks and using other cloud based applications mean working from home and on the move is integrated and consistent across all devices.
- **Increase efficiency** – faster broadband gives you a more reliable and stable platform so multiple users can share the same service connection without slowing down.
- **Save money** – reduce IT costs by using cloud based computing services; replace expensive physical servers with a move to cloud based storage, reduce telephone costs by using VOIP, and staff overheads with flexible working.







- **Enhance customer service** – increase retention and loyalty by using cloud based CRM software and social media to engage with your customers and suppliers. In-depth analysis allows you to communicate at the time when they are most likely to purchase.

- **Protect your assets** – secure your customer, product and commercial data confidently using cloud computing services. Keeping your business software up-to-date together with capabilities such as instant data back-ups take away the hassles of security and upgrades.



- **Help the environment** – reduced travel to the office and for face-to-face meetings means a lower carbon footprint and lower fuel usage. Swapping to virtual servers and cloud computing services means less



need for energy-hungry servers at every office, whilst virtual private networks allow business PCs to be remotely hosted, cutting down on energy use, saving money and helping to protect the environment.



## Top Tips

### **Be prepared – it's not only about the technology**

The real difference is how it can improve the way you do business. Even before installing superfast broadband, you can be planning how to make the most of it. To understand how to make the most of superfast broadband and cloud technologies for your business visit our website: [www.business.wales.gov.uk/superfastbusinesswales](http://www.business.wales.gov.uk/superfastbusinesswales)

### **Research the cloud**

Discover and compare services that can upgrade your capability or save you money across your new, reliable connection.

### **You have to do something to enable superfast broadband**

Your existing broadband service will continue unchanged unless you upgrade to a superfast broadband package.

### **Check out your existing computer installation**

Whilst your equipment may connect to superfast broadband, it could need upgrading to make best use of the additional data flow. Once line speeds cease to be a limiting factor, processing speeds may become a limiter.

### **Consider moving telephones on to VOIP**

Voice over internet protocol (VOIP) systems use your superfast broadband connection and may operate more effectively, cost less and add in function. Check our VOIP Guide on our website.

### **Have a flexible working policy**

Flexible working can improve productivity in some business types, increase your potential for diversity and make more space in your offices for expansion. Ensure that all workers understand the terms on which flexible working is permitted and monitor productivity to ensure benefits are really being achieved.

### **Monitor benefits**

Measure your productivity before installation to ensure that you can measure and understand the effects of the new connectivity.

### **Continue to monitor the market and your business**

As your needs change and the technology continues to improve, ensure you know whether you need to change suppliers or technology and do so in a managed process. Cloud based services mean you are not tied into using expensive software and hardware, you can change your service provision based on your business needs.



## Superfast Business Wales

To complement the roll-out of superfast broadband across Wales, you can access advice on what you can do once it's available to you, and what you can do in the meantime, to ensure your business gets the most from superfast broadband.

- Grow your business
- Boost productivity
- Increase efficiency
- Cut your costs

For more information and to download your  
FREE 'How to...' Guides visit:

[www.business.wales.gov.uk/superfastbusinesswales](http://www.business.wales.gov.uk/superfastbusinesswales)

Tel: 03000 6 03000

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