



# Fast. Reliable. Competitive.

## A guide to Entanet's Broadband services...

Our broadband serves two different channel partner groups, those who want to resell straightforward packages that earn them recurring commissions; and those who want to carve a niche for their own brand, product and reputation, giving them control without the need for huge network investment.

# Resale Broadband



**Entanet's 'ready-made' broadband portfolio allows you to meet the needs of business and residential end user customers for fast and reliable connectivity easily and lucratively.**

Your customer simply chooses the most suitable Business or Family package to meet their requirements and selects the underlying connection type at the point of ordering. Options are rate adaptive ADSL, fixed rate ADSL (512Kbps, 1Mbps or 2Mbps) or rate adaptive ADSL2+ which provides greater stability and potentially speeds of up to 24Mbps\*. Alternatively they could opt for our fibre based offering, FTTC (Fibre to the Cabinet), which delivers speeds up to 80Mbps\* or FTTP which delivers up to 110Mbps. Symmetrical and Bonded DSL services are also available.

## What packages are available?

Entanet's resale broadband products are available in a choice of Business and Family packages. Business packages meet specific business requirements such as traffic prioritisation during the working week and higher allowance options than Family packages.

### ► Business packages

Our Business packages meet specific business requirements such as traffic prioritisation during the working week and higher bandwidth allowances and upload speeds. Our ADSL and ADSL2+ products are available in a choice of 5 monthly allowance options ranging from 15GB to 180GB, whilst our fibre products have 6 monthly allowance options ranging from 15GB to 360GB. The monthly usage is only used between the hours of 08:00 and 20:00, Monday to Friday. Outside of these allowance hours, usage is uncharged.

### ► Family packages

Our Family packages are also available in a range of monthly bandwidth allowance options. Our ADSL and ADSL2+ packages range from 1GB to 120GB, whilst our fibre packages range from 30GB to 180GB. This monthly allowance is only used between the hours of 08:00 and 00:00, Monday to Friday. Anything used outside these hours is uncharged.

### Bandwidth overuse

Additional bandwidth can be purchased for Business and Family packages in the form of pre-pay top-ups or on a post-pay per 1GB basis. Our top-ups are available in a choice of options ranging from 10GB to 100GB and have no expiry date. They are only lost if the customer moves to an alternative service provider or Entanet Partner or ceases the connection. Alternatively, at the point of ordering the customer can opt to pay for overusage on a per 1GB basis and is required to set an upper limit to control their spending. As the limit is reached the customer is notified by email.

### Additional options

Additional services are available for you to offer to your customers that are available on both Business and Family packages.

### ► Elevated Best Efforts (EBE)

For customers who want to ensure a higher minimum throughput, you can offer an 'Elevated Best Efforts' option that guarantees a minimum throughput of 3Mbps (16Mbps for fibre) across the BT network, subject to line sync rate for 90% of the time over the busiest 3 hour period. Our ADSL2+ and ADSL (rate adaptive) Business packages include Elevated Best Efforts as standard, whilst customers can choose to add this for

an additional fee on fibre and Family based packages. Standard Best Efforts guarantees a minimum throughput of 2Mbps. Where EBE is not available, Business package customers will benefit from an increased upload speed of up to 832Kbps through the use of MAX premium circuits.

### ► Enhanced Care

For customers who want to take advantage of shorter fix times in the event that their broadband connection is lost. Our Enhanced Care option provides a reduced clear time of 20 hours, compared to Standard Care which has a clear time of 40 hours. Please note Enhanced Care is not available for FTTP connections.

### ► Annex M

Our Annex M option is available for an additional monthly fee to ADSL2+ customers who want to trade some of their download speed in order to increase their upload speed.

### LLU Broadband

Where customers want an alternative to BT based broadband, Entanet offers a range of unlimited bandwidth LLU broadband services. A choice of 5 packages are available with speed options up to 24Mbps\* download and 2.5Mbps\* upload.



**Our broadband portfolio also includes a wholesale service called EWCS (Entanet Wholesale Carrier Services) Broadband that enables channel partners to take ADSL, ADSL2+ and fibre (FTTC) connections via L2TP (Layer 2 Tunnelling Protocol) delivery across our resilient national next generation network.**

Our wholesale broadband solution represents a true alternative broadband supply option for customers seeking to develop their own niche in the UK market by delivering broadband services under their own brand and in their own range of packages.

It particularly benefits those service providers currently investing in IPStream Centrals to accommodate their bandwidth requirements and add the additional components that are required to make up a fully managed product, such as L2TP partners. Similarly, it can benefit those looking for a more flexible and cost effective alternative to both BT's Wholesale Broadband Managed Connect (WBMC) and the wholesale propositions offered by some LLU providers.

EWCS provides flexible and price competitive connectivity solutions to those looking to accommodate their growing bandwidth requirements and/or deliver next generation services without having to undertake costly, large scale development of their own networks.

### What options are available?

Our flexible wholesale broadband offering is available with two different payment options. Both options are available as a managed or unmanaged service to cater for varying levels of technical expertise.

### ► Fixed model

Our Fixed model enables you to fix your per Mbps bandwidth cost regardless of your bandwidth commitment. You simply pay a one-off setup fee and an annual management charge, enabling you to benefit from a constant price for each Mbps of bandwidth consumed.

### ► Flexi model

The Flexi model negates the need for upfront capital expenditure or annual management fees and sets a per-Mbps bandwidth cost dependent on your level of commit. Quite simply, the higher your bandwidth commit, the lower your cost per Mbps. If you choose this option and later wish to fix your per Mbps cost, you can do so simply by paying a service migration fee.

### Benefits of Wholesale Broadband

- » You can take advantage of lower CAPEX and annual operational costs
- » We provide 2 interconnect ports as standard for extra resiliency
- » The service is available, managed or unmanaged, in Fixed or Flexi bandwidth cost options
- » We further reduce your bandwidth usage costs through fairer 95th percentile based billing
- » Our 3 month 'bedding-in' period allows you to test your bandwidth use assumptions
- » The service is uninhibited by the internal bureaucracy or external regulation often plaguing larger wholesale providers

### Benefits of Entanet

There are many good reasons to partner with Entanet for the supply of broadband for your customers. These include:

- » Fully supported - 24/7 UK based technical support
- » Ongoing monthly commission from every packaged broadband connection
- » Free migrations (except when moving from LLU)
- » Flexible billing and white label options
- » XML ordering script availability
- » Access to synergis, our easy-to-use online management portal

"With EWCS we were in a position to announce availability before BT Retail and were working closely with Entanet in the testing phase - right at the forefront of the broadband market."

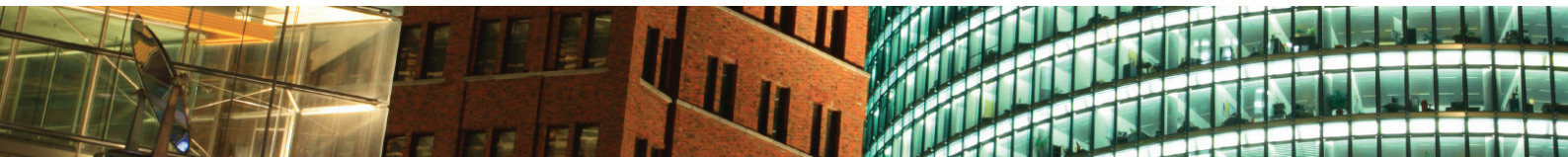
**Gary Hall,**  
CEO, MacAce.net

"I honestly felt confident that whatever I threw at Entanet they could deliver. It was clear my business could grow with Entanet. That's why I chose to work with them."

**Justin Wild,**  
Proprietor, Redbox Internet

\*Actual sync/throughput dependent on line quality and distance from the exchange or serving cabinet.

# Why choose Entanet?



There are many reasons to consider Entanet as your supplier of voice and data connectivity services, depending of course on your own aims. Here are some significant ones.

## Our flexibility & adaptability

Tell us what you're aiming to achieve and we'll be as flexible as we can in our approach to serving you - resell our 'ready-made' packages or market your own; provide first line support through your staff or use our UK based teams 24/7; bill your customers directly or ask us to do it for you.

## Our dedication

Long term customer relationships are built on quality service, so it's vital you have the resource and expertise to help deliver it quickly and efficiently. Our pre-sales consultants, account managers, provisioning specialists, systems and technical support engineers are on hand to deliver the best customer experience possible, to you and your customers. They and our online sites - synerg, NOC, e-Billing and VoIP Enrich, are at your disposal to help you grow your business simply and easily.

## Our knowledge and leadership

Throughout our history we've maintained a pioneering spirit, pushing ahead with new technologies and improving our ability to support partners. We've applied our voice and data networking experience to create a resilient national next generation network, whilst also creating innovative products to address the increasing demands of our customers.

## Choice

We offer a diverse range of options within our service portfolio to meet the needs of your customers. Whether your focus is on providing data connectivity solutions, voice services or both you can cherry pick from broadband to Ethernet as individual connections or virtual private networks; straightforward line rental to hosted IP telephony; or hosting to colocation.

## Our network

We have made significant investment in our national network to ensure reliable, high quality connectivity services to our customers. This multi-million pound investment has led to us remaining in a unique position - we are the only non-BT

company to have fully invested in every one of the key 'Aggregation Points' that form BT's 21st Century Network and also to have fully adopted both the Wholesale Broadband Connect (WBC) and IPStream Connect (IPSC) products.

The network uses Cisco-driven Gigabit Ethernet Multi-Service Interconnect Links (MSILs) at all 20 WBC and 10 IPSC nodes, with resilient interconnects from multiple carrier partners at up to 10Gbps capacity. Running from Glasgow and Edinburgh to multiple London locations and beyond to Amsterdam and Frankfurt, the network is monitored and supported 24/7 by Entanet's Network Operations Centre and UK based Technical Support teams.

