

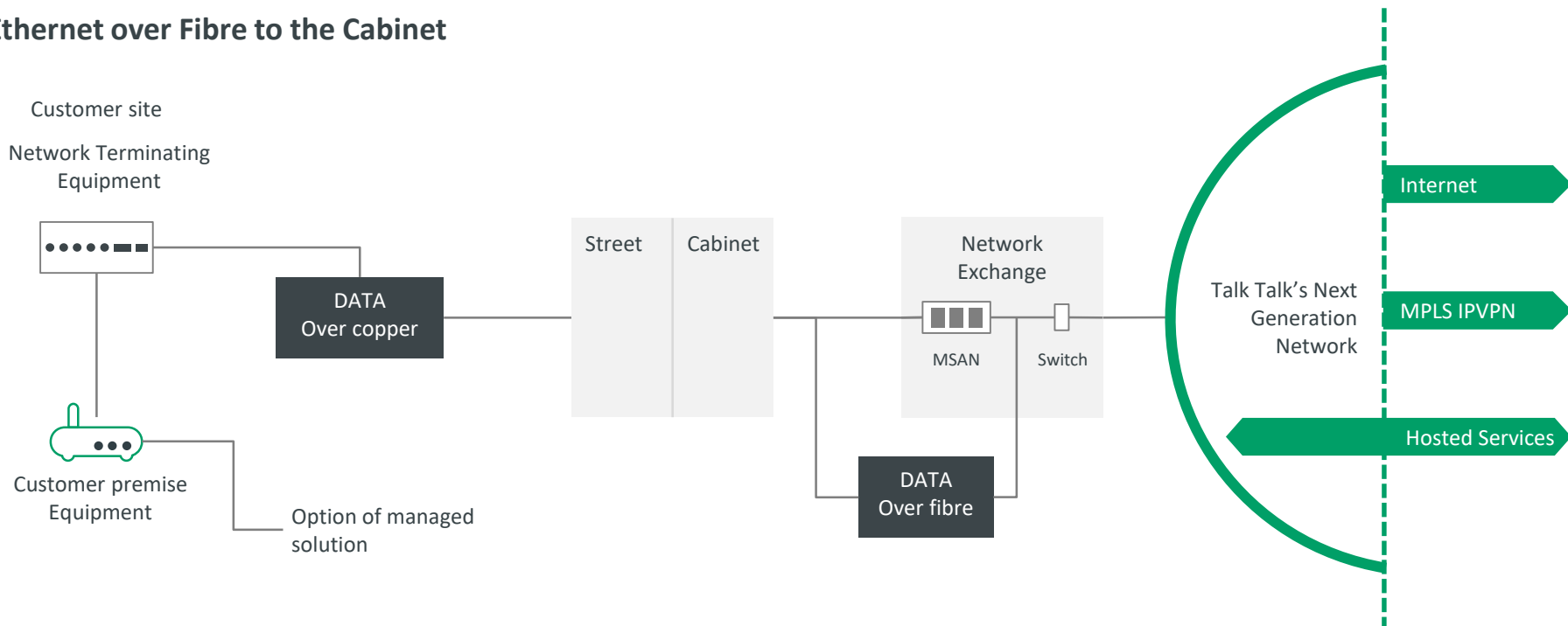
# EoFTTC webinar

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# What is EoFTTC?

# EoFTTC: The Ethernet Value Product

## Ethernet over Fibre to the Cabinet



# Multiple benefits & business grade service



7 Hour Fix Service Level Agreement



24/7 Business Grade Support



Guaranteed Speeds



Improved Internal Delivery Journey



Managed Installation



Average 25 working day Delivery Lead Time



Enhanced In Life Experience



Competitive pricing



# How does EoFTTC compare?

Features	EoFTTC	FTTC	EFM
<b>BANDWIDTH</b>	Max 20Mbps symmetrical speed (varies with copper length) & Max 80Mbps downstream	Data Only or Voice & BB options: 40/10MB 80/20MB	2 Pairs- Up to 10MBPS 4 Pairs- Up to 20MBPS
<b>INSTALL</b>	Managed	Managed or Self Install	Managed
<b>7H FIX SLA</b>	✓	✗	✓
<b>24/7 BUSINESS GRADE SUPPORT</b>	✓	✗	✓
<b>TYPE</b>	Layer 2 Interconnect	Layer 2 Tunnel Protocol	Layer 2 Interconnect
<b>SPEED GUARANTEE</b>	Min speed guarantee Cancel FOC if insufficient	Min speed provided at point of sale	Min speed provided at point of sale
<b>UNDERLYING TECH</b>	Openreach FTTC variant (copper)	FTTC based on WLR or MPF (copper)	ADSL (copper)
<b>VOICE/DATA</b>	Data Only	Voice + Data + Data Only	Data Only
<b>UNCONTENDED</b>	✓	✗	✓
<b>RESILIENCE</b>	✓ Shadow VLAN & backup options available	✗	✓
<b>VLAN/RADIUS</b>	VLAN	Customer RADIUS	VLAN
<b>MODEM</b>	Comtrend VR3030 Modem Version 13	✗	RAD Box
<b>CPE INCLUDED</b>	Only Layer 3	✗	Only Layer 3

# Delivery based on Technology

Features	EoFTTC	FTTC	EAD
<b>DELIVERY LEAD TIME</b>	Average 25 Working Days	Average 5-10 Working Days	Average 65 Working Days
<b>SPECIALISED TTB DELIVERY TEAM</b>	✓	✓	✓
<b>SUPPLIER</b>	Openreach	Openreach	Openreach
<b>NAMED ENGINEER</b>	✗	✗	✓
<b>RE-APPOINTMENT</b>	Up to 48 Hours before install date	Up to 48 Hours before install date	Highly flexible
<b>COMMSTREND MODEM</b>	✓	✗	✗
<b>INSTALLATION</b>	Managed Installation for the line (Knowledgeable site contact required) Self Install for the modem	Managed or self-installation (Knowledgeable site contact required)	Managed Installation
<b>CAPACITY</b>	Availability can vary depending on cabinet capacity	Availability can vary depending on cabinet capacity	Availability can vary depending on exchange capacity

# EoFTTC suits a variety of customer types

## What type of customer is EoFTTC for?

- ✓ High street, pubs, retail, schools & small offices
- ✓ Businesses looking for a cost-effective backup solution
- ✓ Businesses with employees who use VoIP/Skype/Cloud-based apps
- ✓ Businesses with onsite servers
- ✓ Businesses who are rolling out a WAN network



# Improvements to EoFTTC



# We've been working hard to make EoFTTC even better ...

## EoFTTC improvements

- ✓ Refreshed internal order updates
- ✓ Enhanced process automation on selected milestones
- ✓ New firmware for new & replacement modems
- ✓ Improved modem support
- ✓ Improved training & product collateral

## How it benefits you

- ✓ Clear & concise updates
- ✓ Faster lead times for circuit delivery
- ✓ More reliable connectivity
- ✓ Consistent 24/7 support model
- ✓ Product information is up to date & easier to consult

## The feedback speaks for itself ...

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“EoFTTC has really helped us deliver business grade connectivity to our customers at a price that fits within their budgets, which is key in our market! Improvements in the delivery journey and the lead times will really help us going forward.”

– **David Tindall, CEO,  
Talk Straight**

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“Our EoFTTC order journey has been significantly improved because of the recent changes. Updates are more frequent and contain more relevant detail, with the team being more pro-active than ever before. Any issues are tackled and resolved swiftly with very little need for escalation. We’ve also seen an improvement in delivery times which are undoubtedly as a result of these workflow changes and additional staff on the team.”

- **James Stewart, Head of Provisioning,  
Commsworld**

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# Business grade service for a competitive price

## To-Do List

### All Tasks



Ask your Account Manager about volume-based incentives



If you aren't onboarded for EoFTTC already, speak to your Account Manager



Ask about our new and improved product collateral

# Appendices

# EoFTTC: The Ethernet Value Product

## Ethernet over Fibre to the Cabinet

