

BUSINESS CONNECTIVITY

Why does it differ from home broadband?

Introduction

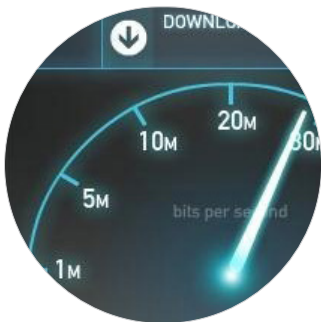
At M12 Solutions we often get asked the question; 'What is the difference between home and business broadband?'

Firstly, there is no agreed standard on what constitutes 'business grade', though most providers make reference to the term. This fact sheet sets out what we, at M12 Solutions, believe are the features and functions that are important in a business context and how we differentiate between our residential and business offers.



✓ Extended Service

Service is of paramount importance to us at M12 Solutions and in our quest to compete against the corporate giants who dominate the market, we see this as a key differentiator for us. We pride ourselves on our personal approach, staffed helpdesk and our fast response. This level of service is available to all our customers, but for our business clients we extend coverage to provide a 24 x 7 x 365 proactive monitoring and fault reporting facility, plus we introduce contractual response (4h) and clear (24h) times, backed by financial guarantees.



✓ Added Performance

The majority of residential user traffic tends to be from the Internet in the form of downloads, whilst business users have a greater requirement to upload as well as download data. Therefore, our business packages have increased upload speeds to ensure that users can send just as well as they can receive. Our business service is delivered via higher grade components, optimising performance which is also enhanced through supporting fewer connections per node.



✓ Rapid Diagnostics

Business users are provided with a fully managed wireless router. This device enables us to proactively monitor the connection to the premises and to provide rapid diagnostics and support. Our solution also includes a portal for business users to access performance data relating to their connections, delivered via the same solution as used by eBay, Spotify and Yahoo. All business grade solutions are supplied with a static IP address.



✓ Remote Device Management

The router provides a range of features which enable IT teams/businesses to remotely manage connected devices. Profiles can be applied, applications remotely deployed and updated, security policies enforced, corporate data protected and remote environments segregated such that a device can safely and securely be used for both business and personal tasks.

✓ Priority Traffic Control

Our business grade solution also enables traffic shaping – providing the ability to control the flow of data to ensure priority is given to business critical applications, so they are not interrupted by (for example) a movie download. The solution can also restrict access to certain sites and applications, so Social Media sites could be made available only at certain times so as to prevent conflict with work activities!



✓ Protecting your Information

Many of the larger broadband providers cross subsidise their services through the sale of tracking data and customer access to third party advertisers. Whilst this may be an acceptable by-product of a £15 per month residential connection, it is not what we believe our business customers want from their connectivity provider, and our service is ad free at point of delivery.

Broadband Vs Ethernet

It is almost impossible to accurately predict what speed of connection and upload/download requirements any given business/user may have. For example, a single graphic designer may have a much greater requirement than an office of fifty staff. What we do know is that there are times when broadband simply isn't enough, and businesses/users need to access higher speeds, increased security and greater resilience than that offered by broadband alone. This is where our Ethernet service fits in.

Understanding Ethernet

How Fast?

We can offer speeds of up to 1Gb/s to end clients, and our Ethernet service is symmetrical, so the speed is the same for both down and uploads – perfect for businesses needing to share data and enhance communications.

How secure?

Fibre optic cables are extensively used by governments and the military as they carry signals which cannot be intercepted without the cable being physically cut, they are immune from Electromagnetic Interference (including lightning strikes), chemically inert and intrinsically safe (no spark hazard). Fibre optic communications are as safe and secure as it gets! Once we get your traffic to site we can then provide additional protection through our optional Managed Firewall facility.

How resilient?

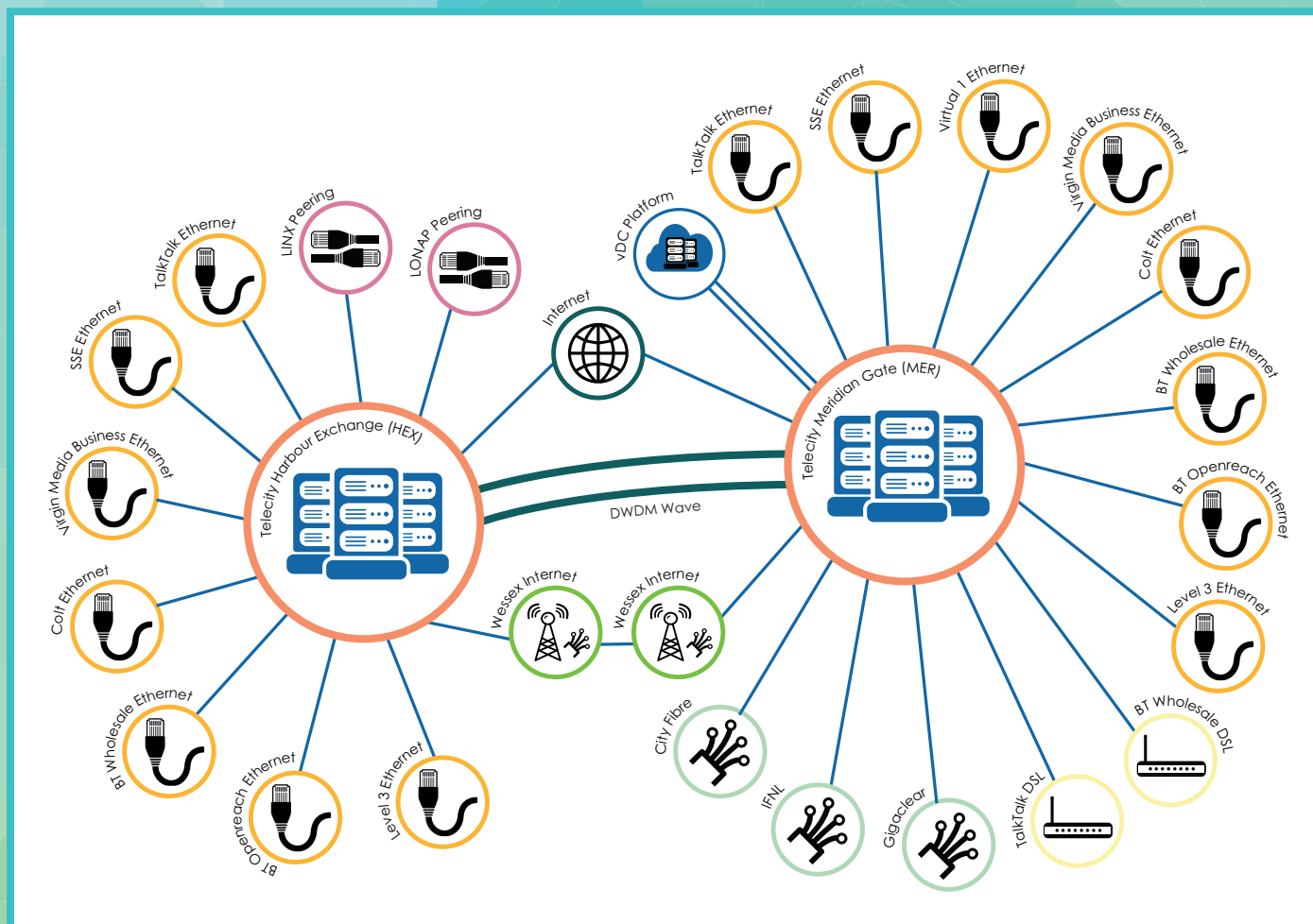
Fibre optics provide fast & reliable transport for the world's data traffic. However, in situations where continuous service is essential we can offer the following enhancements to our service; Broadband backup, Diversely routed fibre, Fibre with wireless back up, Diverse carriers (through our partnering arrangements with Tier 1 carriers). All of our Ethernet customers are provided with Portal access to Solar Winds network monitoring and tools for complete visibility and management of the network.

Our Network

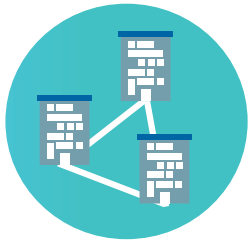
M12 are an Internet Service Provider in our own right. This means we provide our clients with an end to end service connecting them to the internet. Not only do we deliver the connection but we also provide monitoring and management of the connection. This enables us to retain control of the service level that we deliver, which in turn has led us to receive a Net Promoter Score of 63, when the industry average is only 21.

We are also a member of LINX (London Internet eXchange) which connects over 500 ISPs from around the world and enables us to extend our network through peering to every corner of the globe. Thus M12 can provide any amount of bandwidth to any location, all backed by our award winning service delivery.

Our Network Diagram



Additional Services



MPLS - Whilst we excel at providing basic internet connectivity, we also provide connectivity to clients with multiple locations. Our network enables us to provide cost effective connection to each location based on its own needs, and connect all sites together securely and efficiently using MPLS.



Managed Firewall – Our high availability, fully managed firewall solution provides a multitude of benefits to customers and removes the investment cost and effort required to deliver this effectively in-house. Our solution offers the following services:

- **Secure remote access.** For roaming, homeworkers and secure site-to-site connectivity - your staff can access key business systems and applications without compromising the security of the private network and exposing sensitive and intellectual property to an attack.
- **Application level visibility and control.** Offers sophisticated insight, down to an application level, showing which sites staff are viewing and how much network capacity they're consuming. It enables controls and limits of usage which helps to reduce network costs, boost productivity and ultimately improve the performance of the business.
- **IPS (Intrusion Prevention System) single pass packet inspection.** Identifies malicious content as well as known and unknown vulnerability exploits in applications and websites.
- **Antivirus, antispysware/malware.** Scans applications, website URLs, web content and email content to protect against viruses and malware that may be trying to penetrate the network to steal data. Operating from a database containing thousands of threat signatures providing protection from a wide range of threats that could cost your business significant financial and reputational damage.
- **File and data blocking.** Provides granular levels of inspection by reviewing individual traffic packets (rather than just file extensions) of the files and data being sent both inside and outside of the network. This means greater file and data transfer control, the protection of your data and the ability to block sensitive data such as credit card numbers leaving your business and reaching untrusted hands.



Co-location – We can provide the right environment, management and location of business critical servers and applications, leaving you free to concentrate on improving business processes and the customer experience.