



Why we're investing in Ethernet and Next Generation Access (NGA):

Reinforcing our mission to provide the best ISP service in the UK

A big part of Zen's success as a business ISP lies in our investment in our network. It's the platform on which we build our services, and if it doesn't grow and evolve, then neither does our company. New services and new technologies mean new opportunities both for us and our customers, but they also need the right infrastructure in place first. This is why we're investing over £3.5 million in a local exchange Points of Presence (PoP) network, to deliver a broader range of Ethernet services at higher speeds to companies across the UK.

Through this investment, we're building a network of 200 local exchange PoPs, enabling Zen to offer a portfolio of competitive Ethernet based services to more businesses than ever before. The network will be connected to our existing MPLS Core network via a new backhaul network provided by Cable and Wireless, and we'll use BT OpenReach local loop access to deliver Ethernet services directly from our own equipment.

As well as traditional fibre based Ethernet services, our new portfolio will include EFM (Ethernet in the First Mile), delivering Ethernet using multiple copper pairs, and NGA

Ethernet, using next generation Fibre services to bridge the gap between the exchange and the cabinet or the premises itself. These NGA services will be available from Zen's 200 new PoPs, plus another 270 exchange locations.

Guaranteed Symmetrical Bandwidth

This is clearly a major investment, but at Zen we feel it's important. While ADSL and Fibre Optic Broadband services are ideal for many smaller businesses, Ethernet-based services offer distinct advantages for growing small businesses and larger organisations. These start with guaranteed symmetrical bandwidth, ensuring your business gets a reliable high-speed connection, both upstream and downstream, at any time of day, and continue with a comprehensive SLA, including 24/7 UK support and business grade restore and 4 hour onsite response guarantees. However, the effectiveness of these services depends to some extent on the distance between the premises and our own PoPs. With our new PoP network, we can deliver a better service to a wider range of companies.

Of course, Fibre Optic Broadband products are appealing, offering high connection speeds at a very affordable monthly charge. But only Ethernet provides a dedicated circuit and 100% of your line capacity. If you pay for 100Mbps, you get 100Mbps, 24/7, guaranteed. Put it all together, and that means real improvements in performance and reliability.

Highly-Competitive Ethernet Connectivity

As a network operator in its own right, Zen is ideally placed to offer an extensive range of Ethernet connectivity products at highly-competitive prices. We recently launched our first EFM service, offering all the benefits of traditional Leased Line services, but using multiple copper pairs to reduce costs by up to 60%, with availability within 30 working days. We've also introduced NGA Ethernet services with a reduced lead time of 20 working days and 10Mbps symmetrical bandwidth through Fibre to the Cabinet (FTTC) and Fibre to the Premises (FTTP) technologies. We see both complementing existing Leased Line offerings, providing true business-grade connectivity to smaller businesses with tighter budgets.

Adopting, Centralising or Consolidating Systems

With 10Mbps, 100Mbps and 1Gbps Ethernet services, offering symmetrical upstream and downstream bandwidth, we have the needs of every business well and truly covered. The new, more cost-effective Ethernet services will be particularly appropriate for organisations that have several offices or buildings spread across a local area, enabling robust, resilient, high-speed connectivity at a more competitive price than equivalent Leased Line solutions, and even the option of private office-to-office lines. That's good news whether you're adopting Cloud-based IT strategies, centralising systems or consolidating servers and infrastructure.

With the new PoP network in place, we can offer these services while ensuring optimal performance and exceptional quality of service. Having built our own network, we know exactly how it ticks, and with years of experience in Ethernet products, you can rely on our technical expertise. We're also equipped to complement Ethernet connectivity with a full range of IP VPN Voice, Security, Backup and Colocation services.

For Zen, this investment is a demonstration of our commitment to providing the best, most reliable Internet connectivity products in the UK. We're determined to ensure that our customers get the business-grade services they need to take advantage of new applications and new opportunities.

For more information, please contact us on 01706 902350 or email us at hellosolutions@zen.co.uk

Network Expansion



Zen Internet

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