

Enterprise

Issue 6 - Spring 2013



Welcome

At Zen, we put our all into delivering Data, Voice and Hosting services that ensure business customers can communicate, collaborate and transact every day, whilst feeling confident in pursuing their operational and commercial long term goals. During the last few years we've invested more than ever before in this mission, with projects like our Rochdale Data Centre that provides state-of-the-art facilities for Hosting, Colocation and Cloud Computing.

Now, however, we're entering a whole new phase. Our £3.5million investment in a local exchange Points of Presence (PoP) network represents a fundamental shift in our company's business.

We're no longer just delivering services based on BT's wholesale platform, but working as a network operator in our own right.

This is a big step forward for Zen, but not one that gives us doubts. We're applying the same approach to the new network and services that we have always applied to our products; one based on high standards of service and reliability, great customer support and sustainable practices.

This investment doesn't change our core business – it only makes it stronger.

This investment isn't just about connectivity, but about ensuring we can deliver the best hosting, colocation and voice services in the UK. Like any provider, we want to grow and develop our portfolio, but we won't do so at the expense of existing customers and products, or our own high standards.

These standards are reflected in the fact that we've just been awarded ISO 27001: 2005 certification for information security, meaning that the process and controls we use to manage

information security have been externally audited, measured and judged against the strictest international benchmarks.



It's an accreditation we take pride in, building on our success in achieving ISO 9001: 2008 for our quality management system and ISO 14001: 2004 for our environmental management system. Meanwhile, we continue to gather plaudits, having just been awarded Which?

Recommended Broadband Provider and Which? Recommended Broadband and Phone Provider for



2013. This is an exciting time, but the best is yet to come. We

hope that through the next few pages you'll explore our latest products and services, and feel inspired to use them to transform your own business.

Enterprise Highlights

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

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

Zen's Data Centre:

Putting your Company in the Cloud

Business Talk SIP:

Taking Over from ISDN

Explore Learning:

Raising Standards with Zen

Our mission is to provide the best ISP service in the UK.

Richard Tang,
Managing Director

That's Zen thinking

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. Last year we 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. This year we've followed up with our first NGA Ethernet services, reducing lead time to 20 working days and providing 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 782188 or email us at enterprise@zen.co.uk

Network Expansion



No **30.8%**

Yes, in the next
12+ months **22.2%**

Our Data Centre:

Putting your Company in the Cloud - Recent Survey Findings

A recent survey conducted by Zen with North West Business Insider confirms that business adoption of Cloud Computing and use of third-party Data Centres will grow dramatically within the next five years. Over two thirds of respondents have, or are planning to move away from IT based around on-site servers, in favour of Cloud or Data Centre based solutions.

Increase in Capacity

One in five companies surveyed revealed that they were looking to outsource some of their hosting requirements, and 69% said that they expected to

increase the capacity they would use in the near future, with 28% expecting to do so within the next six months. Nearly half of survey respondents said they were looking to utilise new technology, including Cloud Computing, in the future.

It's not hard to understand why. In an always-on, always-connected world where companies have to stay competitive and agile, the advantages of Cloud Computing are becoming obvious. While for some this will mean Public Cloud Services like those run by Microsoft or Salesforce.com, for others this will mean Private Cloud Solutions, moving applications from on-premises infrastructure to third-party

Data Centres. This can reduce running costs, remove bottlenecks and increase availability. What's more, by outsourcing your infrastructure and data requirements you put them in the safe hands of an expert, leaving the in-house IT team free to focus on work that improves your core business.

Security, Costs and Efficiency

The new survey is another validation of Zen's decision to invest £4million into a state-of-the-art new Data Centre at our Rochdale HQ. In the survey, location, security, costs and efficiency were listed as the top reasons given for moving to a data centre, with 71% prioritising Connectivity as most important, followed by Data Centre security at 69%. Our Data Centre has all these bases covered. With 24/7 security and CCTV,



Visit - www.zen.co.uk

WILL YOU NEED MORE CAPACITY FROM A DATA CENTRE?

Yes, in the next 6 months **27.8%**

Yes, in the next 6-12 months **19.4%**

32%

OF FIRMS SAY THEY DON'T OUTSOURCE BECAUSE THEY FEAR LOSING CONTROL OF THEIR DATA

LOCATION, SECURITY, COSTS AND EFFICIENCY WERE AMONG THE TOP REASONS GIVEN FOR USING A DATA CENTRE

SIX OUT OF TEN

PEOPLE SAID THEY USED A DATA CENTRE TO WEB HOST

ONE IN FIVE COMPANIES ARE LOOKING TO OUTSOURCE SOME OF THEIR HOSTING REQUIREMENTS

20.4%

OF BUSINESSES ARE LOOKING TO EXTEND OR BUILD THEIR OWN DATA CENTRE IN THE NEXT SIX MONTHS

an on-site monitoring team and security guards, there's not a square-inch that isn't protected, while advanced climate control and cutting-edge fire detection and suppression systems also play their part. Add 100% guaranteed power through an N+1 Power management system with energy-efficient Diesel Rotary Uninterruptable Power Supplies (DRUPS), and you have a Data Centre that's state-of-the-art.

Connected to Zen's resilient high-speed network through multiple redundant channels, the Data Centre has the kind of

high-bandwidth, reliable connectivity that businesses need. It provides Zen with the capabilities to offer the best Managed Hosting, Managed Cloud Hosting, Dedicated Server and Colocation products in the UK, backed up by our award-winning service and support. Plus, with Colocation costing from as little as £59 a month, even smaller businesses can make the move.

For more information, please contact us on 01706 782188 or email us at enterprise@zen.co.uk



Business Talk SIP:

Taking Over from ISDN

Roll over ISDN, SIP Trunking is the way forward for business voice, delivering an unbeatable combination of cost savings, convergence, scalability and flexibility.

It's not just that SIP Trunking offers more affordable connection, rental and call charges than ISDN; it also offers benefits that the old technology can't hope to match.

SIP Trunking is a fairly simple and mature technology, enabling voice communications between your company's private telephone system, the PBX, and the wider telephone network through the same connection used to carry data between your in-house infrastructure and your ISP. By choosing a business grade SIP solution, like our own Business Talk SIP, your organisation can enjoy lower connection and line rental charges than with ISDN, and also less expensive calls.

A More Flexible Technology


This, however, is only the beginning. If your business is spread across multiple sites, SIP Trunking allows for free calls between them. SIP Trunking is also a more flexible technology. Numbers aren't tied into geographic locations, allowing you to present a single, unified presence for your company no matter how spread out it is across the country, or provide your business with a widespread local presence from a single office. In fact, numbers can be re-routed with ease, meaning that your numbers don't have to change if your company moves office.

And if something disastrous happens, you can simply re-route the most important lines to a temporary location.

SIP Trunking is Rapidly Becoming the Chosen Solution

With just one supplier for both voice and data there are more cost-savings, plus the convenience of having one point of contact to manage both. Meanwhile, the ease with which new lines can be provisioned gives your business room to scale dynamically. You don't need more lines as long as you have bandwidth, and it's a trivial job to turn on more capacity. It's no wonder, then, that SIP Trunks are rapidly becoming the chosen solution for new voice deployments. However, some businesses won't give up on ISDN easily. Despite all the benefits of SIP, they still believe that ISDN offers them a more reliable and consistent option. This isn't groundless, but it's based on a dated view of the technology, and on experience of providers who haven't done SIP Trunking right.

SIP Trunking depends upon connectivity. Without a robust, high bandwidth connection to work on, SIP Trunks are limited in terms of the number of lines they can support, and the quality of calls degrades as the bandwidth reaches breaking point. This has never been an issue for large companies with high-speed, Leased Line connectivity, but what about those reliant on a slower connection, or on ADSL?



Luckily, with so many fast, reliable connectivity services available, this is no longer a barrier to adoption. Between ADSL, Fibre Optic Broadband, Ethernet in the First Mile (EFM), Ethernet with Next-Generation Access (NGA) and Leased Line, there's a good solution for any size of company. And this is where Zen's expertise comes in. We won't try to pack voice services onto a connection that won't support them, and we can help companies match their connectivity to their SIP Trunking needs.

Managed and Monitored 24/7

Zen also ensures a reliable service. Our Business Talk SIP solution is based on our own advanced core network, managed and monitored 24/7 by an expert in-house team. We have the skills to optimise the connection for voice traffic, and we're constantly testing with a variety of PBX equipment. What's more, we rely on the same services to run our own business, which means we're aware of any issues before our customers are – and we fix them as quickly as we can.

Security is another common concern, but not with Business Talk SIP. In our solution, user names and passwords are linked to the IP range of the Zen connection used to make calls, and an encrypted authentication takes place between the connection and our SIP platform.

Our Business Talk SIP solutions also work brilliantly as a full or partial replacement for traditional analogue or digital ISDN lines. They work seamlessly with lines provided by

another party, or it's easy and cost effective to migrate to our own ISDN2 and ISDN30 services, paving the way for a full move to Business Talk SIP later on. We don't believe in telling our customers what to do, but we do believe in helping them to make the best choice. SIP Trunking really is the future.

**For more information, please contact us on
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enterprise@zen.co.uk**

Explore Learning:

Raising Standards with Zen

Explore Learning is a network of centres offering Maths and English tuition for 5 to 14 year olds, with 70 sites across the UK and ambitious plans to establish another 80. It's a company that thrives on Internet connectivity, and Zen has helped it work more efficiently.



In 2008, Explore's network was struggling. The company hosted all key systems at their head office, including a membership server which all learning centres required access to. Unfortunately, with the head office operating on a 2Mbps SDSL line and each learning centre using ADSL Broadband, there was too much contention for the same resources. What's more, if there were faults in the main office circuit, the effects were felt organisation-wide. Finally, to manage security, a firewall was in operation at their head office with smaller firewalls at each learning centre. This setup made web-content filtering – crucial in an educational environment – awkward to manage.

Explore came to Zen for help. We recommended that they upgrade their infrastructure to a dedicated IP VPN and Colocate key resources in our own Data Centre. The head office now connects to the IP VPN using a robust 2Mbps Leased Line, providing guaranteed throughput backed by a Service Level Agreement. Pre-configured Cisco hardware terminates the circuit, protected by a 4 hour onsite response in case of

hardware faults. Each learning centre connects to the IP VPN using ADSL broadband and Technicolor hardware pre-configured by Zen's Support teams.

Meanwhile, the critical membership server is now located upstream within Zen's network, improving availability and reducing future bandwidth requirements at their head office, as key applications can now be accessed from Zen's Data Centre without traffic travelling into the IP VPN, out to the head office and then back across the network. Breakout to the public Internet is now provided from Zen's Rochdale data centre and secured by a managed FortiGate UTM firewall, with content filtering centralised in one place.

“Overall I am incredibly pleased with the move to Zen and I feel that as we centralise our environment into Colocation within Zen, the benefits of working with them will continue.”

Stuart Morgan, IT Director
Explore Learning

In 2012, Explore renewed its contract with Zen and took on our Business Talk voice product. Now, with over 70 Business Talk lines in place they can take advantage of reduced rates for external calls, with the potential to scale up as the company grows.

**For more information, please contact us on
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