

The Digital Economy Act and Site-Blocking:

Our response

Over the summer, two things took place which have dramatic repercussions for our business – and potentially yours. The first, on 28th July, was a ruling in the UK courts, where the Motion Picture Association convinced Justice Arnold that an ISP – British Telecom – could be forced to block access by its customers to a specific website, the file indexing site, Newzbin. The second, on 3rd August, was the government's decision to adopt the proposals made in the Hargreaves report regarding changes to UK copyright law. These proposals will rework our antiquated copyright laws for life in a digital age, and establish a framework through which ISPs and rights holders can work to deal with piracy and copyright theft.

We took Justice Arnold's ruling with grave concern. Any mandatory requirement to use filtering and blocking technology will inevitably lead to additional costs, and also leave us in the position of censoring the online activities of our own users. It also raises deeper questions. Does Justice Arnold's ruling mean that the Courts are now responsible for determining which sites should and shouldn't be blocked?

As regards the Hargreaves Report, we're delighted to see that the Government agrees that elements of the Digital Economy Act (DEA) which promoted site-blocking are unworkable. That said, we remain concerned that the DEA still contains legislation that could make us legally obliged to warn and potentially disconnect customers accused of illegal file-sharing.

This is of particular concern for business users. Under the terms of the DEA, it appears that, when the infringement takes place at work, not only will the employee be liable, but their employers may face a claim against them for vicarious liability – for knowing that copyright infringement is illegal, but failing to undertake the technical measures necessary to prevent it. In short, your business may be forced to bear the cost of ensuring that your employees don't access file-sharing sites or download illegal files.

We don't feel this is on. While we support the principles of copyright protection, we must also respect the privacy of all our customers. As a result, while we will always abide by any applicable law, we will not give up the identity of any of our customers that 'allegedly' infringe copyright unless the request comes in the form of a legal court order.

Through the Internet Service Providers Association (ISPA) we will continue to lobby for a regulatory environment that balances the differing needs of all the Internet stakeholders, and is focussed on industry self regulation in preference to government legislation.

For more information, please contact us on 0845 058 9222 or email us at enterprise@zen.co.uk



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Enterprise

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Welcome

Welcome to Zen Internet's third Enterprise newsletter, in which we take a closer look at the services and solutions Zen provides to help enterprises stay competitive in today's tough market. It's a challenging market, but one in which Zen continues to flourish by providing leading edge technologies and a safe pair of hands.

While the Internet Services industry has experienced a period of unprecedented change, Zen remains strong, independent and committed to the principles that we started with in 1995. We now employ more than 400 staff, have an annual turnover in excess of £43 million and provide over 90,000 services to UK businesses, but we still base our business on a combination of market-leading products and excellent customer support.

This is why we continue to win awards, including Best ISP in PC Pro's 2011 Service and Reliability awards, for the eighth year running and our fifth recommendation in a row from Which? in its September 2011 ISP review. Many of these awards have been given to us by our customers, and we're proud to have such household names as Balfour Beatty, Sony Business

Europe, Ticketmaster, Umbro and World Championship Snooker amongst our enterprise clients.

If one thing has changed over the years, it's the scope and scale of the services we provide. Zen's comprehensive product portfolio now includes IP VPN, Managed Network Security, Enterprise level online data backup, business-grade SIP telephony, Cloud Hosting, Managed Hosting and Server Colocation. By investing in our network, we ensure that every customer gets a reliable, consistent service and that we're equipped to take advantage of the opportunities that next-generation network technologies deliver.

Most of all, we hope this newsletter will give you ideas about how Zen can help your business grow.



Zen's offices and data centre at Sandbrook Park, Rochdale

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Our rollout of fibre optic broadband

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Will iPlayer slow your business down

The Digital Economy Act and Site-Blocking:
Our response

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

Richard Tang,
Managing Director

That's Zen thinking

Taking Fibre to the Enterprise:

Our rollout of fibre optic broadband

Having led the way as one of BT's partners in trials of Fibre to the Cabinet (FTTC) services, Zen Internet is now pushing the boundaries of business broadband even further. Not only

are we one of a few select ISPs running customer trials for Fibre to the Premises (FTTP) services, but we're extending our rollout of fibre optic broadband to reach many of the twenty-one new Enterprise zones announced by the government in this year's budget.

FTTP is the second wave of the fibre optic broadband revolution, offering download speeds of up to 100Mbps and upload speeds of up to 30Mbps by providing fibre optic connections direct to the office. Over the summer, we ran trials in five exchanges, and 60 will offer a mix of FTTP and FTTC services by March 2012. Over 400 exchanges already offer FTTC services of up to 40Mbps, with coverage expected to reach over 600 by the end of the year.

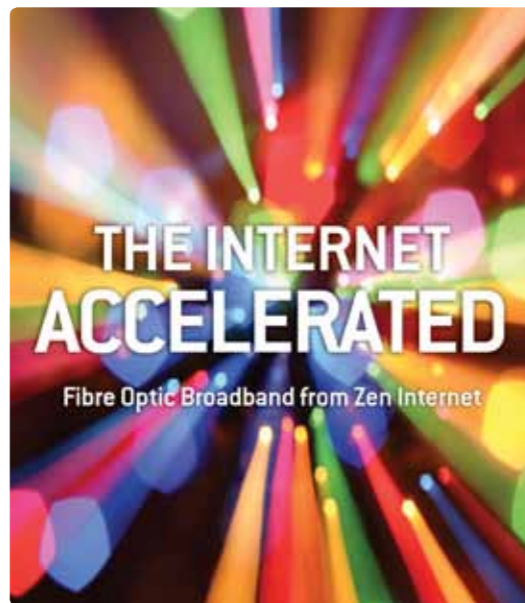
Meanwhile, BT has increased its fibre optic broadband rollout schedule to include more than 50 new exchanges during 2012 in

addition to the 320 or so already planned. These exchanges will include those serving the government's new Enterprise Zones, where it's hoped that a combination of simplified planning rules,

super-fast broadband and tax breaks will attract hundreds of new start-up firms. With the initial line-up including Manchester, Birmingham, Merseyside and Bristol now joined by zones in the Black Country, Tees Valley, Cornwall, Suffolk and the North East, these zones provide the foundations on which a new generation of businesses can build, enjoying the full benefits of reliable, high-speed fibre optic broadband.

As the rollout process continues, expect to hear more about how fibre optic broadband is helping to give Zen's business customers a competitive edge. And while availability of FTTC and FTTP services within your exchange area may vary, as a trusted BT partner, we can provide you with detailed information.

For more information, please contact us on 0845 058 9222 or email us at enterprise@zen.co.uk



We've recently passed the first anniversary of our FTTC services launch, and we already have thousands of satisfied customers – 94% would recommend the service. For business, fibre optic broadband is a game-changer, opening up applications such as video-conferencing, business grade Voice over Internet Protocol (VoIP), high-speed Virtual Private Networks (VPN) and enterprise-class cloud computing to a much wider range of organisations.

Personal Use of Company Internet:

Will iPlayer slow your business down

Most businesses have well-established practices for personal use of the office telephone. Few worry about the odd call home, but most would find an hour spent chatting unacceptable. Why, then, don't companies take the same approach to personal use of company Internet services?

Last year, Zen Internet and the business IT journal, Computing, surveyed over 200 senior IT strategists for a White Paper on Next Generation Networks and Application Growth. At the time, we were surprised to see widespread acceptance of personal Internet use within the Enterprise. 52% of the companies surveyed allowed access to social networking sites. 27% allowed access to music streaming services, including iTunes and Spotify. 38% were happy to allow their employees to use video streaming services, such as BBC iPlayer or YouTube.

What interested us was that, while IT managers seemed unconcerned, we were noticing new patterns of behaviour across our network. In June 2010, Zen experienced a massive spike, as England played Slovenia in the group stage of the World Cup. The number of live video streams going over our network shot up by over 300%, at a time – 3pm – when most users would have been at work. Since then, we've seen more and more peaks in usage as predominantly business customers use more bandwidth for streaming video, and not just for big events, such as Andy Murray's Wimbledon semi-final or this August's riots. While

watching TV at work would still be unacceptable, watching live streaming video is something a growing number of employees take for granted.

This is a serious issue. The BBC's iPlayer service uses anywhere between 500Kbps and 3.2Mbps per stream. Now imagine multiple employees, all separately watching events from their desktops. "As people start to, not just look at Facebook, but have live sporting and news events open in a corner of the screen, there's a real challenge for business" says our Head of Product Management and Marketing, Andrew Saunders. "The risk is that this behavior will start to use up the company's bandwidth, and impact the company's ability to execute its business-critical applications".

Dealing with this can be a case for security applications and Web-blocking software, or simply setting boundaries. ACAS recommends having a clearly formulated policy covering the rights and limitations of personal Internet use during working hours, which can also cover any confidentiality issues and warn users of any monitoring activities taking place. Our White Paper, Next Generation Networks and Application Growth, is available from <http://www.zen.co.uk/business/leased-lines-and-ipvpn/ipvpn/connectivity-downloads.aspx>

For more information, please contact us on 0845 058 9222 or email us at enterprise@zen.co.uk



iTunes



iPlayer



YouTube
Broadcast Yourself™

Colocation:

Your own data centre, but better

There comes a time for every enterprise when its in-house server-room no longer fits the bill. The more your business relies on data – particularly sensitive data – the more you need to know that it's housed in a secure, temperature controlled environment which has access to reliable and resilient power.

However, not everyone has the resources to operate their own data centre, or the necessary space, equipment and expertise. This is where Zen Internet can help. We offer colocation facilities within our tier 3 primary data centre, based in Rochdale. Whether you want us to host a 2u space in a shared rack or your own dedicated 41u rack, we can provide state of the art facilities in a secure, robust and accessible environment.

Our colocation facilities live up to stringent standards. The racks sit on raised, heavy-duty flooring in a space protected by under-floor leak detection, N+1 HVAC (Heating, Ventilation and Air Conditioning), VESDA (Very Early Smoke Detection Apparatus) smoke detection and Inergen fire suppression systems. We offer a fully resilient power supply, with dual independent UPS (Uninterruptible Power Supply) systems, independent PDUs (Power Distribution Units) and dual utility power feeds from separate substations. In the hugely unlikely event that both feeds fail, we have an onsite diesel generator to fall back on.

We've taken the same approach to Internet connectivity, with the data centre connected to our 10Gbps core network via dual diverse fibre-based entry routes. We can guarantee 100% network and power uptime and 99.97% HVAC availability. The

data centre is protected by 24/7 security, including automated management systems, CCTV and onsite guards. All internal access corridors and external entrances are secured via access card readers, and the racks are key-locked, with keys held by our dedicated team.

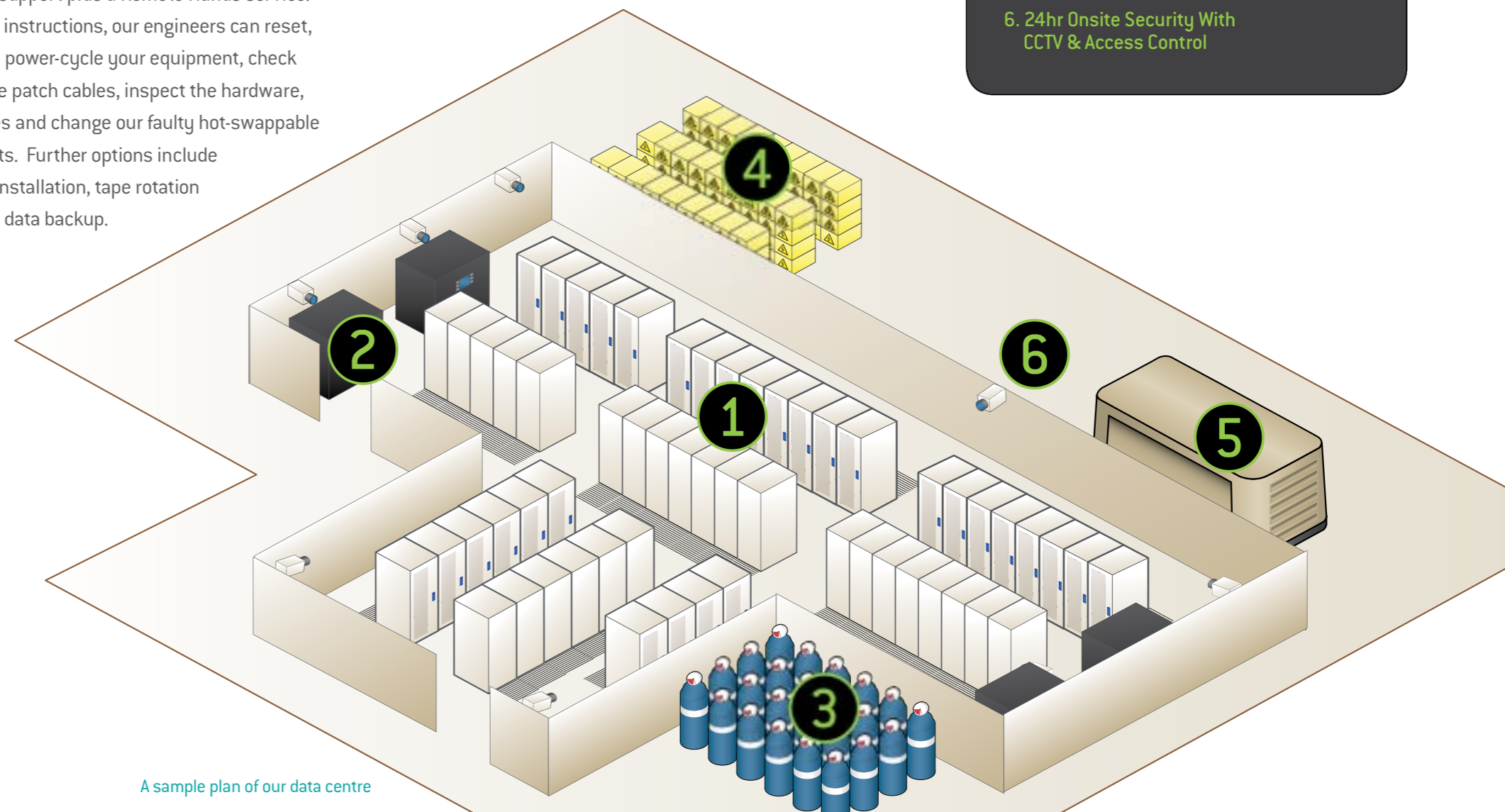
When you want access, you've got it, with 24 hour access through a secure online booking system, and premises located conveniently off the M62. When it's not practical to get there in person, we offer 24/7 support plus a Remote Hands service. Using your instructions, our engineers can reset, reboot and power-cycle your equipment, check and replace patch cables, inspect the hardware, trace cables and change our faulty hot-swappable components. Further options include hardware installation, tape rotation and offsite data backup.

Our colocation service gives your business the freedom and control of using your own equipment combined with real security and peace of mind. And with monthly charges starting at just £105 (ex. VAT), it's something even smaller organisations can consider.

For more information, please contact us on **0845 058 9222** or email us at enterprise@zen.co.uk

Key Features

1. 41u Racks With Dual Power Feeds
2. N+1 HVAC Architecture
3. VESDA Smoke Detection And Gaseous Fire Suppression
4. N+1 UPS (Uninterruptible Power Supply)
5. Onsite Backup Generator
6. 24hr Onsite Security With CCTV & Access Control



A sample plan of our data centre

Cutting Through the Jargon:

The Zen approach to cloud

Business in cloud computing services is booming. The analysts at Gartner believe the global market will rocket from \$58.6bn in 2009 to \$148.8bn in 2014, with the UK responsible for 29%. Talk to enterprises closer to home, however, and there's concern and some confusion. This year, Zen surveyed IT decision makers at events we presented with VMware and Fortinet. 47% had heard of cloud computing, but weren't sure how it related to their business. 48% had serious doubts, ranging from security fears to hidden costs.

These are legitimate concerns, and the jargon only adds to the confusion. Do you go private or public? Software as a Service (SaaS) or Infrastructure as a Service (IaaS)? Well, instead of thinking about the technology, ask yourself this: is there an application that you'd like employees or customers to access online, and that would benefit your business? If so, think of running that service in the cloud. By opting for Zen's Managed Cloud Servers, you can enjoy the benefits of cloud computing, securely, reliably and at a fraction of the cost of doing everything in-house.

With Zen's Managed Cloud Servers you rent virtual servers from a pool of hardware resources, giving you exactly the performance your hosted application needs. This makes them

scalable, and you only pay for what you use. If you expect usage to peak at a specific time, let us know and we can add capacity in advance. Your data is safe within our UK data centres, and your virtual servers are yours alone, ring-fenced by VMware's market-leading virtualisation technology and Zen's security expertise.

Our Managed Cloud Servers are also highly resilient; if one physical server goes down, the cloud servers running on it move automatically to another host. We also harden, monitor, and maintain your servers for you, leaving you to focus on your software and your business. We back them up daily, retaining the files for 28 days, and offer 24/7 service and direct engineer support, all covered by a 99.99% Service Level Agreement (SLA).

Most importantly, our Cloud Servers give your enterprise what every enterprise needs these days: agility. If you have an idea, don't wait months to procure new hardware and make it happen; with our Managed Cloud Servers you can develop and deploy within days.

For more information, please contact us on 0845 058 9222 or email us at enterprise@zen.co.uk

Business Talk:

Our flexible voice service

You know Zen Internet for our award-winning broadband products, but did you know that we provide the same great services for voice? With a range of services, from Voice over Internet Protocol (VoIP) to business-focused line rental packages and IP VPN with integrated VoIP, we can help you manage costs and make calls without battering your budget.

How? Well, our Business Talk package is just £13.49 (ex.VAT) per month, which means it's already 15% cheaper than the equivalent BT package. Daytime call rates start at just 1.28ppm for UK local and national calls and 8.94ppm for calls to mobiles, and there are no hidden charges. Bills are calculated on a second-by-second basis, with no minimum call or connection fee. As a result, a 3 minute mobile call with Zen is 36% cheaper than BT's standard rates. The savings rise to a massive 90% on a 3 minute landline call.

For even further savings, our Business Talk package at £19.99 (ex. VAT) gives you 500 inclusive minutes every month to UK landlines, and with our international calls from just 1.7ppm, it's a good way of keeping your business call costs down to a predictable monthly charge. For home workers, our Home Talk package, at £9.35 per month (ex. VAT), still provides low daytime call rates, per second billing and cheaper evening calls. If you need additional features, Zen can provide them:

Caller Display, Call Waiting and Diversion, Call Screening, Call Barring and 1571 Answer Phone can all be provided at a fraction of the costs charged by other providers.

When we entered the telephony market, we wanted to bring along the same approach we took to our Internet services. We don't work on the basis of 12 or 18 month contracts because we expect customers to stay with us voluntarily. We provide the same award winning standard of support from our Rochdale-based office, not a call-centre overseas, and we've made it as easy as possible to switch to us. Just give us a call, and we'll take care of the rest, whether it's a new installation or a transfer of existing services to Zen. As your business grows, our service can grow with it, to take in IP-based telephony services and IP VPN, with leading-edge Quality of Service features (QoS) to ensure great-sounding calls.

Even in an age of social networking, voice communications remain an integral part of any communications strategy, but that doesn't mean you have to stick with old, expensive providers.

For more information, please contact us on 0845 058 9222 or email us at enterprise@zen.co.uk

