

Enterprise

Issue 7 - Autumn 2013



Welcome

Welcome to another edition of Zen's Enterprise Newsletter. As more businesses take advantage of the opportunities provided by Cloud Computing, and as more exciting applications and services come online, we're continuing to expand our services and invest in our network. That way, we ensure that we continue to provide the best business-grade Connectivity services in the UK, along with best-in-class Hosting and Voice services to match.

The Cloud is even bigger news this year than last year; we're expanding our business to ensure we can provide the expertise and services our enterprise customers need to make the most of the Cloud's potential. We've also recently created a White Paper with the respected IT journal, Computing, that surveys business attitudes on Cloud Computing, whilst also taking a look at how this links in relation to Connectivity. It makes interesting reading, and we hope that the findings will help you with some difficult decisions.

We're also expanding our network. In our last newsletter we updated you on the multi-million pound investment to our core network and how this would benefit our business customers, as we will be able to have direct control of our connectivity, whilst reducing running costs and continuing to improve our customer service. We now have an additional 200 Points of Presence covering every major business centre in

the UK; an investment that reflects our long-term plans to provide Leased Line and Ethernet products directly to an even wider range of customers.

We are an approved supplier to the Broadband Delivery (BD) UK Vouchers Scheme - a perfect complement to our strategy of making Connectivity more accessible to UK businesses via our network. Initially run as a pilot in 4 cities, the scheme could grow to a total of 22 cities as part of the Super-Connected Cities Programme.

The Scheme provides financial support to businesses with the installation costs of high speed/high grade Connectivity solutions. The key criteria is that the solution must deliver a step change in the SME's connectivity - usually to over 30Mbits/s but also taking into account other business requirements such as reliability and/or upload speed.

Enterprise Highlights

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Connectivity and Cloud Computing

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SIP Trunking:

Building Confidence and Overcoming Every Challenge

Cyber Security in the Enterprise:

Why it matters and what you can do

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is now better value than ever.**

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or email fibrepackages@zen.co.uk**

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

Richard Tang,
Managing Director

That's Zen thinking

Beyond Bandwidth:

Connectivity and Cloud Computing

At Zen, we believe that Cloud Computing creates opportunities for every business. That's why, in partnership with the UK's leading business IT journal, Computing, we've released a White Paper based on an independent survey of over 100 senior IT strategists representing companies of every size, all responsible for planning, deploying or managing IT infrastructures.

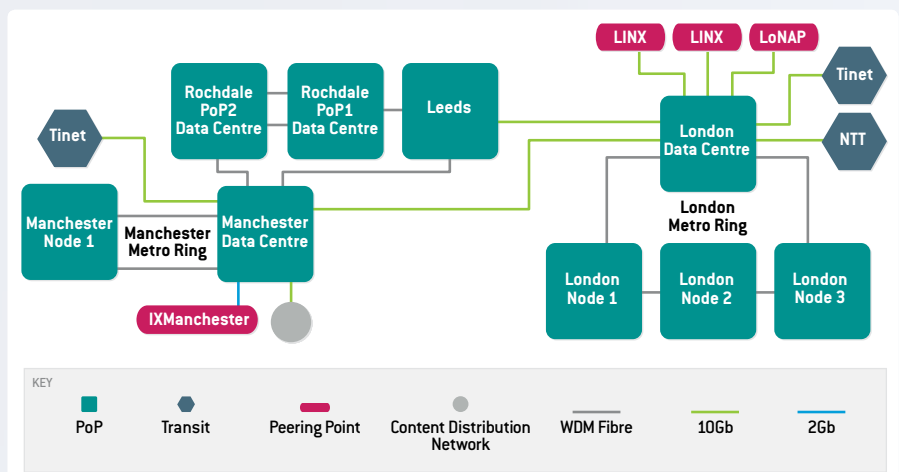
The survey confirmed that Cloud Computing is taking off. Only 26% of those questioned had no plans to use it, with the rest evaluating technologies, piloting infrastructure or working in the Cloud already. Here private Cloud deployments lead the way, with 12% of those questioned having migrated production systems to a private infrastructure, but hybrid approaches are catching up fast, with companies combining public and private Cloud services with conventional in-house infrastructure.

On connectivity, however, we encountered some less encouraging results. For Cloud Computing to pay off, robust WAN connectivity has to be a priority. Without it, you can lose hours of productivity, or even lost revenue. Those questioned showed an awareness of different WAN technologies, but 10% said they would consider purchasing cheaper, less reliable connections over more expensive, guaranteed alternatives, while a further 40% said they might do the same depending on the application. And when asked to prioritise different factors they would consider when choosing a connectivity provider, most listed price,

not relevance, security or service guarantees, as prime concerns.

Zen feels differently. All Cloud platforms require reliable connectivity. Price and bandwidth are important, but the strength of the network, service and support are vital if companies want to connect their offices and employees with the applications and the data they need to work. 41% of respondents to Computing's survey had experienced intermittent outages on their connections, while a quarter highlighted poor performance as an issue, and 24% poor support. How much more serious would these problems have been if they stopped the company connecting to crucial systems in the Cloud?

At Zen, we go beyond price and bandwidth. With a cutting-edge network, proactive network management and award-winning customer service and Technical Support, we provide a full range of Data, Voice and Hosting services that help businesses communicate, collaborate and interact with customers, suppliers and partners, to pursue their long term goals.



Our Core Network

That's why Zen has recently announced an initial investment of over £3.5million to expand its Next Generation Network (NGN) beyond core sites in London, Manchester, Leeds and Rochdale, with an additional 200 Points of Presence (PoPs) covering every major business centre in the UK. Long term, we plan to deliver services directly to our customers through an array of Leased Line and Ethernet products that are competitively priced without compromising on service or support.

To view our network coverage visit <http://www.zen.co.uk/about-us/our-network>

We're also making further multi-million pound investments across our core network, to make sure our business customers continue to enjoy the highest speeds and most reliable services. With these in place, we'll be able to control our customers' business connectivity directly, reducing running costs, whilst continuing to improve customer service. Nor are we stopping there. We're investing time, money and years of expertise into ensuring that our network is the most stable and reliable in the UK. However, we know that not every organisation and every employee will have access to an Ethernet or a Leased Line connection, and that teleworkers or smaller organisations may be making the most of the opportunities offered by Fibre Optic Broadband or Ethernet in the First Mile (EFM).

To ensure 24/7 access for our IP VPN services, we'll also be providing a mobile data service for both primary standalone and secondary Failsafe paths. Based on 3G Connectivity, Zen's 3G IP VPN Failsafe will be offered as an add-on feature to provide a new layer of resilience without the costs associated with high-end connectivity solutions. Fully managed and monitored, with monthly reporting, the failover option will involve no data charges unless the 3G connection takes over, making it a highly affordable emergency solution.

Our new services and transparent, customer-focused approach mark Zen out from other connectivity providers. Having a portfolio that includes Connectivity, Hosting and Voice is a big differentiator, particularly when backed up by years of IP expertise. 57% of those surveyed by Computing said that the ability to deliver both hosting and connectivity was important to them.

For more information, please telephone 01706 782188 or email enterprise@zen.co.uk

To download a copy of the White Paper - 'Making the right connections – The importance of looking beyond bandwidth in the delivery of cloud connectivity' visit: www.zen.co.uk/computing-white-paper-2013/ or email connectivity@zeninternet.co.uk. Alternatively, phone us on 01706 782188.



The Zen Approach to Disaster Recovery:

Helping Businesses Continue in a Crisis

What would happen if tomorrow your company lost access to the Internet, its email and phones? What would you do if your customer data disappeared? Would you have a safe backup to rely on? Could your business survive a fire or flood? How much money would it lose if your website crashed?

Nobody wants to dwell on these questions but smart companies know the sense in having a business continuity plan. Business continuity isn't about acting as if the worst is going to happen but about anticipating the crises that can affect your business, making a sensible assessment of the risks and making sure that you're equipped to recover. Sadly, not all businesses have the time or inclination to bother. According to Axa 80% of businesses affected by a major incident either never re-open or close within 18 months.

Information Technology can be part of the problem. Most businesses are now so dependent on business critical applications, business data, email and Internet-based communications that hardware faults, connectivity issues, security scares and data loss can all cause hours or days of lost productivity. If employees can't access their email or see information stored on their desktop PCs or company servers, then they might not be able to do their jobs.

Where IT is concerned, business continuity planning is all about understanding and documenting these risks and working out what you can do to mitigate them. What can you do to get your business back on its feet? How quickly

do you need to recover services in order to avoid losing money? Which of your applications and services do you need to prioritise and which can wait? Work these things out and you can create a plan, ensure it's shared through the company and keep it up to date with regular reviews.

And IT can also play a major part in the disaster recovery solution, acting like the glue that holds a business continuity plan together. Zen offers a range of services that can help protect your business against the effects of minor problems or a full-scale disaster and turn a crisis into a temporary setback, not a tragedy for your organisation.

These include:

Hosting and Colocation

Move or duplicate critical servers and applications in a secure, protected environment. Zen's Data Centre is perfect for business continuity planning, with 100% guaranteed power, an N+1 power and climate-control infrastructure, state-of-the-art fire detection and suppression and 24/7 security. Your data, your servers and your applications could not be any safer.

Data Backup and Restore

Zen's Vault service offers completely automated backup, secured by SSL and 448-bit Blowfish encryption, and with data replicated across two UK Data Centres for added protection. If you lose your in-house systems, your data can still be safely and rapidly restored.

Security

Zen's Managed Network Security services offer complete Unified Threat Management based on UTM firewalls from the security specialists at Fortinet. Through them Zen delivers complete real time protection against spam, viruses, spyware and intrusion, along with deep-packed inspection, a customisable content filter and 24/7 network monitoring. We can safeguard your company's critical IT systems against Internet threats and hacker attacks.

Connectivity

Zen provides businesses with robust, reliable connectivity that won't leave your organisation in the lurch. Our award-winning AD SL and Fibre Optic Broadband services can keep remote workers connected to company assets, while a full range of Ethernet based products ensure that head office gets guaranteed 24/7 connectivity. We can make sure your company has ample bandwidth for video conferencing or other forms of real time communications. Just because employees can't get into the office, it doesn't mean they can't go to work.

Telephony

Zen's SIP Trunking products allow for flexibility in the event of disaster, allowing numbers to be temporarily re-directed from one premise to another, so that, even if your office is flooded out or burnt down, it doesn't mean you have to miss important calls.

At Zen, we practice what we preach. Even in this year's snow we had plans to cope, with remote working facilities for our employees, remote desktop access to the company network and real time communications through Microsoft Lync.

For more information, please telephone 01706 782188 or email enterprise@zen.co.uk

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SIP Trunking:

Building Confidence And Overcoming Every Challenge

SIP Trunking offers real opportunities for a wide range of businesses, delivering a killer combination of cost-savings, flexibility, convergence and scalability. Not only does it offer companies more affordable connection, rental and call charges than existing ISDN services but it spreads across multiple sites with free site-to-site calls. With SIP Trunking, you also get the flexibility of having numbers that are no longer tied into geographical locations, not to mention comfort in the knowledge that in an emergency key numbers could be automatically re-routed to another office or a temporary HQ.

Convergence?

SIP Trunk lines use the same network connection as data services, lowering costs and giving businesses one port of call for great service. Meanwhile, the scalability of SIP Trunking ensures that businesses can add new lines rapidly as their organisation grows, without the delays associated with ISDN. And if a company needs to add mobile numbers or teleworkers to the system it can handle that as well.

In short, SIP Trunking is a great solution for most businesses, but only when it's done right. At the moment, the biggest thing ISDN has going for it is confidence. We understand that some companies feel they know and understand the technology and would rather stick with the devil they know. SIP Trunking is actually better but it needs

the right approach. For Zen that comes down to five things: bandwidth, compression, quality of service, interoperability and the platform.

Bandwidth

Bandwidth, particularly upstream bandwidth is a huge issue for SIP Trunks. Even if you have a 16Mbps downstream connection you might still have only 1Mbps upstream which will only support a limited number of voice channels. Good advice is key. We're happy to provide SIP Trunking over a DSL line but we always advise a dedicated line and a maximum of 8 channels. Some providers promise to do more with less but try to run 10 channels over a dedicated DSL line or mix SIP and Internet services on a single connection. It's likely that you'll experience poor call quality, not just on one line but on all. If your business wants more channels than Fibre Optic Broadband services can handle up to 20 channels while faster Ethernet connections can handle over 30.

Compression

The SIP standard allows for a range of CODECs to compress the call traffic. Some providers try to fix their bandwidth issues by using CODECs with a higher level of compression to squeeze the traffic levels down but this always comes at a cost to call quality. At Zen we use a very low compression CODEC because we believe in better calls.



Quality of Service

Some providers focus only on the line and forget about the service wrapped around it. Without proper maintenance, real technical know-how, excellent support and the right diagnostic tools, it's impossible to deliver a service that companies can rely on to do business. That's not a mistake we make at Zen.

Interoperability

SIP Trunking services have to work with a range of PBX equipment and here it's easy to run into difficulties. The SIP standard is more a series of recommendations than a concrete specification and these recommendations have been interpreted differently by different manufacturers. This makes interoperability testing crucial. Some services will only support specific hardware but this isn't much good when a company wants to retain and reuse existing equipment. At Zen we know what will work together, what won't and how to make it happen.

The Platform

A SIP Trunking service is only as good as the overall platform. Some SIP providers simply resell a larger company's system but we've built our own with our own engineers in our own Data Centres. While other providers have to handle maintenance or implement changes through a third party we work more efficiently. It also helps that we use the service ourselves with over 450 staff making and taking all their calls using the exact same platform as our customers. That's confidence at work. Get these right and you have a SIP Trunking service that saves your business

money and delivers the full range of benefits. Get them wrong and you'll stumble into every pitfall. At Zen, we get it right.

For more information, please telephone 01706 782188 or email enterprise@zen.co.uk

Cyber-Security in the Enterprise:

Why it matters and what you can do

Cyber Security is a hot topic as European and UK authorities seek ways to reduce the impact of online criminal activity. Hammering out a policy isn't just about threats to national security, it's also about the more common issues of online fraud, identity theft and misuse of data, that affect businesses of every size, every day.

As an ISP, Zen has a responsibility to ensure that its network is as secure as possible, and that what we do has no unintended consequences for the wider Internet community. However, this responsibility also extends to our business customers. No enterprise should take its security lightly. By protecting your assets and your customers' data, you're helping to hold cyber-criminals at bay, and maintain a reputation.

This starts with the basic security controls which any business should have in place: anti-malware software, software and hardware firewalls and a proper security regime that covers passwords, access controls, encryption, data security, secure backups and patching. Even small enterprises need to have these controls in place.

Meanwhile, businesses of all sizes need to think seriously about gaining ISO 27001 accreditation. This is the BSI's specification for an Information Security Management System, which covers how to establish, implement, operate, maintain and review a system for managing and protecting your network and data.

On one level, gaining ISO 27001 can help you assess your system, conduct a risk assessment and manage those risks with best practice security controls. On another, it demonstrates your business's commitment to proper security, and can help you gain a competitive advantage. Increasingly, companies tendering for business will be expected to have ISO 27001, while savvy customers will see it as a mark of trustworthiness. The

current ISO-27001-2005 specification is being updated to reflect changes to the Internet and modern business practices, with the new ISO-27001-2013 specification currently in draft.

The Internet is a critical business resource and we need an open yet interoperable online infrastructure to keep it that way, which demands a robust approach to security, where we all work together to keep everything secure. At Zen we're committed to playing our part. We're confident our customers will do the same.

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