

Fact

1

Broadband can protect your bottomline

Companies introducing high-speed broadband are making real and substantial savings every day.

Get broadband and stop paying for:

- wasted staff time
- separate phone lines for data, voice calls and fax
- slow dial-up connections
- unpredictable internet charges
- expensive phone/fax calls

Get broadband and benefit from:

- Fewer phone line rentals
- Fixed internet connection fees
- Low cost or free internet voice calls
- better use of your valuable time

Combine the cost efficiencies of broadband with all the other exciting business possibilities, and you'll even bring a smile to the bank manager's face.

Facts
to point you in the right direction to give your business the **broadband benefits boost.**



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Fact 2

Broadband helps you work more efficiently

Fed up with the world wide wait?

Turbo-boost your online speed with broadband and go up to 40 times faster than before. After all, time waiting is time wasted and you know that in business, time is money.

But why is this extra speed important to my business?

Here are some examples.

A document that takes seven minutes to download on your dial up connection takes two seconds with broadband.

Sending large files by email is now a breeze.

You can have ten or more web sites open simultaneously on your screen without grinding to a halt.

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Fact 3

Broadband could save your business

In today's competitive business environment the loss of computerized files, customer records, invoices and payroll is catastrophic – no matter the size of your company.

So why not take the finger crossing out of safeguarding your valuable business information by using broadband to back-up data?

It makes absolute sense. You will save on hardware costs for dedicated devices and automated data back-ups and remove the guesswork from a business critical process.

Don't rely on luck. Put your business online – not on the line – with data back-ups by broadband.

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Fact 4

Broadband connects with customers

The internet and email are now an integral part of daily-life for the majority of people. Equally true is that the survivors in the modern business jungle are those companies which are the most responsive and adaptable. That's why it's vital to embrace broadband and its potential to interact with customers.

Fact – communications lie at the heart of any successful company, but how can broadband help?

Broadband means:

- the internet is always on
- real-time email
- bang up to date websites with CMS

therefore, customer relationships are easier to maintain and develop.

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Fact 5

Broadband solves out of office working

Modern business requires modern solutions. To keep ahead of rivals – or to stay in touch with the pack – the forward-looking company needs broadband.

The ability to quickly and easily move around large files has signalled a complete rethink of how businesses now operate. Indeed, broadband has revolutionised many former problem areas.

Today, it's possible to:

- effectively operate businesses across a network of dispersed sites
- enable home-working
- collaborate online
- share software, systems, information and ideas and take full advantage of e-commerce

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Fact

Broadband cuts business cost with e-learning

People are a company's greatest asset but this adage can only hold true if training is maintained throughout their careers.

Training does not come cheap.

But – thanks to broadband – companies are cutting costs by switching to e-learning.

Instead of sending staff on an expensive course, the course comes to the employee. The computer screen becomes the classroom, with broadband enabling the delivery of media-rich, interactive real-time tuition.

Because geography, staff time and travel are no longer factors, training choices are also greatly expanded.

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