

## **Assured Broadband Proposal**

**03<sup>rd</sup> June 2013 Regarding:**

Flag Business Exchange/Fengate

Peterborough

PE1 5TX (surrounding area)

**Assured**  
Broadband

## About:

Assured Communications was setup by its owner and director Steven Mould in November 2011, following the successful sale of Crimzon Communications Ltd. Highlighting a niche in the market supplying complete communications solutions to SME businesses, with a focus on mobile working.

Assured Broadband has always been available as a product. Through suppliers, Assured can deliver business grade broadband, with speed of 80Mbps (megabits per second) over traditional copper using technologies such ADSL, ADSL2 (+) and FTTC. For those requiring a more dedicated service we can also supply EFM, SDSL and leased line (fibre) broadband products with bespoke options and pricing.

In this proposal we are discussing delivering our latest product. A 100% business-grade FTTC (Fibre To The Cabinet) solution for the Flag Exchange Business Park and Fengate area in Peterborough. This will offer significantly faster speeds than are currently available at a fraction of the cost of using leased line services. FTTC effectively brings a mini telephone exchange, in the form of a street cabinet, into the business park thereby eliminating the long copper lines currently linking premises to Peterborough Central BT exchange.

## Background

Through meetings with businesses on the Flag Business Exchange and in the Fengate area, we found that businesses are typically experiencing a broadband speed of 2 Mbps, which given modern business needs for faster data connectivity, is not even adequate. Broadband with this sort of speed not only limits day to day business functions such as email, internet and site access but also has other implications. By having a slow connection, businesses are, and will be even more so as technology advances, be unable to benefit from the enhanced superfast broadband services available elsewhere in the UK. This could range from online backup and storage, Voice over IP, Hosted phone systems, online CRM applications, security applications, high upload speeds, hosted IT provision... the list is becoming endless. And all these have the potential to save businesses large amounts of money and improve productivity.

Businesses on the Flag Business Exchange have explored opportunities with the 'Connecting Cambridgeshire' initiative, to bring 'Superfast Broadband' (at least 24mbps) to Cambridgeshire and Peterborough. Timescales for this initiative are unknown. No work, to our knowledge, has been started or even 'ear marked'. If it does go ahead, it is likely that government funds will be used for more rural areas rather than business parks. In other areas of the UK, BT Openreach has bypassed city business parks when rolling out its FTTC programme. Also, Peterborough City Council did not even bid for the £50m Connecting Cities initiative. This does not bode well for businesses in Peterborough which are reliant on

this business-critical infrastructure. We believe we may have a viable solution, subject to the results of a feasibility survey and sufficient take-up of superfast broadband by businesses in the area.

## **Proposal**

Through the latest technology and regulatory reforms we propose providing superfast broadband speeds up to 80Mbps using FTTC technology to the Flag Business Exchange and surrounding area, supporting as many of those businesses as possible. This involves us bringing fibre broadband to our own cabinet in the Business Park and then distributing this to each individual business. We propose the solution would follow these 3 stages:

### ***Stage 1: Feasibility Study***

- Ascertain exact location of relevant BT cabinets which we can connect through
- Determine the mixture of businesses on those cabinets
- Submit surveys for the supply of fibre to our proposed new street cabinets
- Obtain agreements in principle that required services can be delivered from relevant regulators and 3<sup>rd</sup> parties – and any associated capital costs and the ongoing running costs
- Estimate cost of digging private fibre (FTTP or Fibre To The Premise) to any business expressing an interest in speeds above 80Mbps
- Present a public document showing which businesses can be supplied, the estimated speeds and a final cost and package

### ***Stage 2: Implementation***

- Initiate orders with 3<sup>rd</sup> party suppliers
- Proceed with any FTTP customers
- Testing of equipment
- Setup of profiles and speed tests
- Complete connection to customer at a trial premise

### ***Stage 3: Monitor and Fine Tune***

- Achieve first live activation

- Installation of Routers and configuration
- Official PR launch at one of the first business customers

**Solution** (to be supplied to businesses identified in Stage 1)

- Assured Broadband @ 50 Mbps with Unlimited Usage\*. (\*fair use policy applies)
- Bespoke Speeds and Solutions available on request

**Costs**

All figures expressed in this document are a guide. Exact figures cannot be supplied until Stage 1 has been completed. This is due to a limited knowledge of excess construction costs on deployment and on-going costs of the service delivery to a particular site.

***Proposed Circuit:***

Assured Broadband Unlimited (36 Month) @ 50 Mbps £100\* per month

(Again this monthly charge may well be less and is indeed just a guide)

\* this includes monthly line rental

\*\* Other circuits will be available on a bespoke basis, which can be discussed after stage 1

\*\*\* If your business currently has a leased line or other high speed alternative please get in contact as you could experience significant cost reductions as part of this project.

***Stage 1***

£25 per business to engage the feasibility study.

(If there is poor uptake, Assured reserve the right to not implement the study, refunding any monies paid)

If after the study no project is viable, businesses can have their £25 as a credit against any other product supplied by Assured Communications.

***Stage 2***

£350 Installation Fee

For businesses who sign the initial agreement Assured will offer 1 Month's free broadband for every year of the agreement. (Effectively refunding the installation charge).

### **Next Steps**

In order for this project to move forward it requires the support of the businesses on Flag business exchange, and those in the Fengate area. We have identified we need 50 businesses in order for stage 1 to be conducted with assisted funding from Assured. If interest from 50 businesses in area is not shown then Assured reserve the right to terminate the project and no feasible solution will be put forward. In the first instance we require that businesses express interest, and agree to the basic proposal in this document. Once a level of interest has been identified, and the feasibility study is viable, stage one will begin.

### ***Register Interest***

- 1) [flagbusinessexchange@assuredcommunications.co.uk](mailto:flagbusinessexchange@assuredcommunications.co.uk)
- 2) [www.assuredcommunications.co.uk/flagbusinessexchange](http://www.assuredcommunications.co.uk/flagbusinessexchange)

### ***Contact***

If you have any questions which are not answered in this document or you have any questions relating to this project or any of the other services that we offer please feel free to contact us directly:

Contact: Steven Mould  
Office: 08450240013  
Mobile: 07717417617  
Email: [smould@assuredcommunications.co.uk](mailto:smould@assuredcommunications.co.uk)