

Assured Broadband Proposal

01st February 2014 Regarding:

Bardon Hill Business Estate

And

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 Bardon Hill Business Estate and surrounding area. 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 the Coalville Openreach exchange.

Background

Through meetings with businesses on the Bardon Hill Estate, we found that businesses are typically experiencing a broadband speed of 2 Mbps or less, 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, 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.

Following discussions between a number of businesses on the Bardon Hill estate and North West Leicestershire District Council, Assured Communications have developed a proposal to address the broadband issues at Bardon Hill estate.

Openreach have actively bypassed business parks when rolling out its FTTC programme, leaving private initiatives as the only route forward for many businesses. 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 Bardon Hill 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. If sufficient interest is shown and it is financially viable, Assured will propose a FTTP (Fibre-To-The-Premise) solution giving speeds of 1000Mbps or 1Gbps. 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 3rd parties – and any associated capital costs and the on-going 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 3rd 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

Example Costing

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

* this includes monthly line rental and is an example figure

** 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 Bardon Hill Business Estate and surrounding area. We have identified we need 40 businesses in order for stage 1 to be conducted with assisted funding from Assured. If interest from 40 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) bardonhill@assuredcommunications.co.uk
- 2) www.assuredcommunications.co.uk/bardonhillbusinessestate.co.uk

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:

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