



Why Fibre?

Super-fast, fibre-based broadband connections are rarely out of the news at the moment, particularly since the publication of the Digital Britain report. However, whilst the debate continues, what's the business case for small and medium size companies to adopt super-fast [100Mbps fibre connections](#) now?

At Easynet Connect we've witnessed an unrelenting rise in bandwidth demand from our customers in the last few years, as businesses need faster, more resilient and more reliable connections to the Internet.

Super-fast fibre connections are now no longer the preserve of large corporations with hundreds of employees and big budgets. In fact, whether or not a 100Mbps fibre connection is good value has far more to do with how a company uses its connection rather than the number of people in the organisation. For example, any company that wants to make the most of new services such as cloud computing, HD videoconferencing, VoIP technology, real-time backup or just needs to rely on sending and receiving large files, will want the fastest connection possible to make sure their business runs smoothly. If not, its existing infrastructure could be in danger of slowing down and struggling to cope.

We know that the enthusiasm for these services is widespread; our latest research showed that over half of UK SMEs plan to switch their core applications to cloud computing systems in the next year, compared with the 22% that had planned to in 2008. As the dedication to these bandwidth-hungry applications grows, so too will the need to think seriously about investing in fibre.

Fibre is not just about speed as it offers considerable benefits in terms of reliability, scalability and longevity. Fibre is inherently less susceptible to damp or interference, making it more reliable with less risk of business downtime.

The beauty of fibre is that it can be upgraded at a later stage. Even though today people may think 100Mbps as fast, future requirements may well demand even faster connections which could be provided over the same fibre connection. One day we could even be talking about connections in gigabits as standard, rather than megabits! Fibre not only meets business needs today, but can provide a truly 'future proof' service which can be easily match the ever increasing need for business bandwidth.

Chris Stening, Managing Director, Easynet Connect