



An A to Z of Fibre Broadband

Here's our A to Z of some of the features and benefits of superfast fibre broadband to the UK.

A is for... Available

Fibre is available right now to homes and businesses across the UK. To find out if your premises are connected to a fibre-enabled cabinet visit www.superfast-openreach.co.uk

B is for... Build

Build a stronger business with superfast broadband. Fibre broadband helps businesses increase their revenues and profits, and work more efficiently. It helps to drive business growth and job creation by creating new sales opportunities at home and across global markets.

C is for... Community Fibre Partnership

We're committed to working with all communities to find a fibre solution, and our community fibre partnership scheme is designed to enable this. Our ambition is to never say 'no' and work with local communities to agree a suitable and affordable option to bring fibre to an area. Visit www.communityfibre.bt.com

D is for... Digital Inclusion

Easy to use superfast broadband promotes digital inclusion for disadvantaged communities. Fibre broadband also gives people instant access to a wide range of services and learning opportunities. For people going online for the first time, research shows that the social benefits are worth more than £1000 a year.

E is for... Economic Impact

Fibre broadband brings economic benefits across the UK. The UK Broadband Impact Study shows that, for every £1 the government invests in broadband, the economy gains by £20.

F is for... Financial Savings

Fibre broadband brings time and money savings thanks to faster speeds, efficiencies and innovative services – particularly significant in a challenging economic climate.

BT's network upgrade is one of the biggest and fastest in the world. More than 26.5 million homes and businesses already have access to fibre broadband. BT's national fibre broadband network ensures the UK stays one of the world's best connected countries.

Working alongside the UK Government we are committed to help achieve the Government's target of 95 per cent of the UK having access to superfast broadband by 2017. Plus, by deploying alternative broadband technologies, we could bring faster speeds to the final few percent.

Superfast Fibre broadband helps businesses grow, allows everyone at home to be online simultaneously, and supports community life and engagement. Superfast broadband can provide a huge boost to SMEs, and is widely seen as a critical component in business growth and development.

Superfast broadband has been life-changing for us. It has literally revolutionised our business, and we plan to grow by another 50 per cent.

Jon Monks, Proprietor, Shepherd Walks, a small company in the North East providing bespoke walking tours

G is for... G.fast

G.fast will bring ultra-fast broadband with download speeds of up to 330Mbps – more than 10 times the UK average, to most of the UK in the next 10 years by using very high-speed digital subscriber line (VDSL) copper technology to connect premises to the fibre broadband network.

Find out more at, visit www.thinkbroadband.com or www.bt.com/btregions

H is for... High Definition

You can upload and stream HD video content smoothly with superfast speeds. Or you can talk through and agree ideas face-to-face with your colleagues, customers and suppliers anywhere in the world using full-HD video calls and you can even do it in 3D.

I is for... Imagination

What people and businesses can do with superfast broadband is limited only by their imagination. If you have the right idea, and know what you want to do, superfast broadband can make it possible.

J is for... Journey

Whether you're relaxing at home or developing your business, you want a smooth journey on your internet travels. With a superfast, reliable broadband connection, you can speed to your entertainment destination and see your online business presence take off.

K is for... Keep up-to-date

Superfast broadband makes it easy to keep up to date, today and every day. People expect the websites they visit to be accurate and up-to-the-minute so they can make decisions and purchases both quickly and safely.

If your website gives customers a better experience and greater satisfaction, you'll generate more interest and sales.

L is for... Line Checker

Find out if you can get fibre broadband now, with our line checker for every UK home and property. If it's available you can place an order with the service provider of your choice www.homeandwork.openreach.co.uk/when-can-i-get-fibre.aspx

M is for... Mobile

People want fast internet access everywhere they go. Offering people superfast wi-fi helps you attract new customers, increases their satisfaction, and encourages them to come back more often.

You can't just 'pop down the road' to see global customers, but you can meet, see, share documents and talk with them whenever you need. Export is now the fastest-expanding part of our business, and there's no doubt that our superfast communications are making this growth both possible and manageable.

Laurence Harris, owner of organic dairy farm business and international exporter Daioni, Pembrokeshire

N is for... Necessary

Superfast broadband is now considered as necessary – the 'fourth utility' – for both homes and businesses. Superfast broadband provides efficiency and cost savings for businesses, and access to health, education, learning and entertainment for everyone.

O is for... Open Access

The Openreach broadband network is open access, so service providers can all compete to offer you best value fibre broadband and more choice. Find out more about the fibre broadband providers in the UK at www.superfast-openreach.co.uk

P is for... Pioneering

Fibre broadband has already transformed the way people live, work and play. For the foreseeable future, fibre will continue to be the broadband infrastructure that both businesses and people at home can rely on.

Q is for... Quick

Superfast broadband is breathtakingly quick. Download images, videos and files with average speeds of 22.8Mbit/s. The network offers unbeatable upload speeds and means service is consistent during peak times when customers need it most.

Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

R is for... Reliable

Superfast fibre broadband is a robust service that provides a platform you can rely on, with more than enough capacity to meet businesses' changing needs, and people's growing demands.

S is for... Storage

With fibre broadband, you can make full use of cloud-based computing services. Online data storage and remote backup dramatically reduce the need for physical storage and costly computer hardware.

T is for... Twitter

Embrace social media such as Twitter, Facebook and LinkedIn. The power of social media can be a hugely beneficial way of getting real-time intelligence. Social media like Twitter is proving to be an important service channel and insight tool that no business can afford to ignore.

Superfast broadband has paid dividends for our client and project communications and transformed the way Gusto Group operates. Being able to rely on a stable connection at all times has dramatically improved the way we work day-to-day.

Steff Wright, Chief Executive Gusto Group, a construction and manufacturing group based in the East Midlands

U is for... Ultrafast

Ultrafast broadband – with combined downstream and upstream speeds of up to one Gigabit per second (1000Mbps) – can be delivered via a mix of fibre and copper, a BT trial has proven. The faster speeds that ultrafast broadband brings means a two hour HD film can be downloaded in just 90 seconds, a 45 minute HD TV show in just 16 seconds and a nine hour audio book in just three seconds.

V is for... Video Conferencing

Video conferencing lets you work more flexibly, efficiently and cost effectively. It cuts down the need to travel to meetings, saves you time and money, and cuts your carbon emissions.

W is for... Work-life Balance

Fibre broadband encourages flexible working and helps you achieve a better work-life balance. You choose when and where you work, with safe and reliable access to your business systems for effective communications.

X is for... Xbox

Children can play Xbox and PlayStation games online without disrupting other family members' activities or interfering with anyone working from home.

Y is for... You

Fibre broadband can transform how you do business, how you manage your life at home, and how your community works together. Find out more at www.homeandwork.openreach.co.uk/fibre-broadband.aspx

Z is for... Zillions of opportunities online

The world becomes your local market and the opportunities are endless when your business uses the power of superfast broadband.

Radical, completely radical. That's the effect superfast broadband has had on our family. Now, all of us can do what we want when we want – simultaneously. What's more, it actually costs less than our old regular broadband service.

Claire Aindow, co-owner of a home-based video production business, Belmont, Lancashire