



## Esher Place Residents Broadband

networking your community

07860 863 017    esher-place@gmail.com

### What broadband speed do I need?

Broadband speeds (aka bandwidth) are a common metric used to give some indication of what the user experience will be. Unfortunately, the measures typically used today (promises of 'up to' download speeds only) are of limited value and, at times, misleading. The actual performance experienced by a user is more complex; technically this can be measured in terms of committed information rate (also now called assured sometimes guaranteed speed), upload speeds, jitter, latency, mean time between failure (aka reliability) and response time to fix problems. There are also subjective measures such as customer call handling, complaints procedures, recompense for service outages and failure of the operator to meet promised deadlines.

We have engineered our network and services to address all these points, and have committed ourselves to deliver a superior broadband experience, whatever your measure. We are doing this by implementing a full-fibre network, running in native mode at gigabit speeds, with services tailored to the local community's needs. Also, should things go wrong or you need questions answered, we will be able to help locally. And you will no longer feel that your needs are subservient to those of others – you can personally call on any of our directors as they all live on the Estate.

The broadband service speeds will be decisions taken by you along with the choice of who you wish to supply your internet service.

Should you choose standard BT service as a residential user, then two packages are available to you. The first — Ultrafast Fibre Plus — has an average download speed of 145 Mbps (and a guaranteed speed of 100Mbps), or you can opt for the second — Ultrafast Fibre 2 Plus — with an average speed of 300 Mbps. Speeds of up to 1,000 Mbps are planned.

Should you choose a BT Business service, the services are called Ultrafast 1 (up to 152 Mbps), Ultrafast 2 (up to 314 Mbps) and Infinity Ultra — 330 Mbps download and 30 Mbps upload. Again, further speed options are planned.

In our view, the **Ultrafast Fibre Plus** is ideal for a residential user with mostly download usage, for someone currently constrained by their present hybrid fibre/copper service and whose requirements are relatively light — one or two people in the household, wanting relatively light usage of audio and streamed video services (like BBC iPlayer), and probably having around four or fewer Internet connected devices (like PCs, laptops, set-top SD and HD TV boxes, tablets, smartphones and Kindles) in addition to email, cloud

computing and fast browsing. A larger family – say four or more, particularly if teenagers are part of the household – would be well advised to look at the Ultrafast Fibre 2 Plus service. This is particularly true if you have a large number of Internet connected devices and have taken the advantage of acquiring a 4K UHD television. It is a true world-class symmetric service offer for a residential user uploading photos/graphics, gaming, cloud computing and working from home.

For business users, we recommend the Ultrafast 2 or Ultrafast Infinity services, which offer priority traffic handling, improved response times and a free static IP address. Ideal for everyone from sole traders up to SMEs with 250 employees.

If you want even faster service, dedicated, customised services of up to 1000/1000 (Gigabit) speeds are available.

See also questions 8, 9 and 10 for more information on these topics.