

# The ABCs of Broadband

Ever been confused by all the jargon and acronyms used when talking about business broadband? Don't worry if you don't know your FTTC from your ADSL because we have put together this handy ABCs of Broadband to make it a little less complicated and help you choose the best solution for your business.

## 4G

You'll probably recognise this one as that little symbol on your phone. Also known as the "fourth generation" of mobile communication, this high speed wireless internet provides internet access on your mobile device. 4G technology builds on what 3G currently offers, but just does everything at a much faster speed.

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## ADSL

Asymmetric Digital Subscriber Line, also commonly known as Broadband. This a standard Internet connection delivered over a copper phone line and is most likely the service you currently have. Although it is quickly being replaced by FTTC and FTTP as fibre broadband infrastructure grows across the UK.

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## DOWNLOAD/UPLOAD SPEEDS

Your download speed refers to how fast data from the internet reaches your business. Faster download speeds are essential if you want to use any sort of Cloud based applications. On the other hand your upload speed is how fast data is transferred from your device. Your upload speed affects functions such as how reliable your video conference calls are and how easily you can send emails.

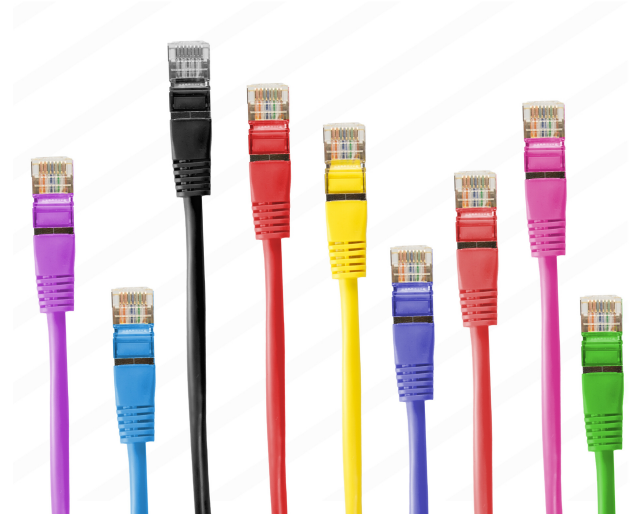
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## FTTC

The 'FTT' in acronyms like FTTC stands for 'fibre to the...' - and, as you can guess, they refer to fibre optic broadband. In particular, they refer to how far the fibre optic line stretches before it's replaced by a copper one. Most home broadband is FTTC (fibre to the cabinet), meaning the line is fibre from the exchange to your local street cabinet.

## FTTP

Some providers now also offer Fibre to the Premise (FTTP) and unlike FTTC broadband, FTTP uses fibre all the way from the exchange to your business, making it the fastest type of fibre on the market. Full fibre connections are currently extremely limited in the UK however, so you need to check availability in your area with your provider.



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## LEASED LINE

A leased line is a dedicated connection. This means that all along the route of your leased line, the bandwidth you need has been reserved solely for your use. Unlike consumer Internet connections, the bandwidth available does not fall at peak times, when other users try to use their connections at the same time as you. Providing guaranteed resilience for businesses whose Internet connection is business critical.

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## Wi-Fi

Wi-Fi is the technology that allows a PC, laptop, mobile phone, or other internet enabled device to connect to the internet without the need for a physical wired connection. The technology uses radio signals to transmit information between your Wi-Fi enabled devices and the internet. These radio signals aren't very strong, which is why the Wi-Fi signal doesn't travel very far; it will travel far enough to provide coverage throughout the average office but not much further.

If you have any other questions about business broadband or would like more information on our range of Internet services, email [sales@atlas-comms.com](mailto:sales@atlas-comms.com)

