

# ITel



How fibre internet can boost  
your business productivity

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## Introduction

Fibre internet is changing the way businesses connect, allowing them to work more efficiently and productively than ever before.

### *Power of Light*

Fibre signals travel by light through tiny glass tubes, which means data moves faster, further, and is immune to environmental and electromagnetic interference.

Users experience radical increases in bandwidth and faster upload speeds by up to 20,000% when compared to traditional copper wire.

***20,000% FASTER!***



## Business vs. Residential

It's exciting to see fibre internet accessibility grow across Canada, especially within the residential market. With the rise in fibre availability, it is important for businesses to understand the differences that distinguish business fibre connections from residential ones.

### Business Fibre

**Service Level Agreements (SLAs)**  
Most business internet connections will come along with an SLA, which guarantees that your business receives the services and speeds as promised by the provider. If for any reason your connection degrades and your services are not met, the SLA gives the customer an opportunity to negotiate the terms and pricing of their service agreement.

### Residential Fibre

**No SLAs**  
Since residential internet is shared, the bandwidth agreements are only an estimate as it varies depending on time of day and amount of users. Because of this, home connections do not come along with an SLA and downtime is dealt with on a "best effort" basis and can end up lasting days instead of hours.



# Business vs. Residential

## Business Fibre

### Static IP Addresses

Businesses will often require static IPs if they want to host infrastructure such as file servers, mail servers, etc. Static IPs are more reliable and secure.

### Symmetrical

Equally fast upload and download speeds are crucial to businesses as they backup data to offsite centres, utilize cloud services and voice and video phone systems.

### Dedicated

Business internet bandwidth is dedicated, meaning that your connection goes directly and only to your office location, without sharing with neighbouring businesses. Since internet connectivity is vital to the day-to-day productivity of businesses, dedicated bandwidth ensures you receive guaranteed speeds.

## Residential Fibre

### Dynamic IP Addresses

Residential internet demands often don't require static IPs. Instead, they are dynamic and move and change without notice making them not as reliable or secure.

### Asymmetrical

Home internet is mainly used for streaming movies, loading websites and downloading music. Download speeds are much more important than upload speeds. Residential fibre will often be asymmetrical.

### Shared

Residential internet connections are often shared between hundreds or even thousands of neighbours. When everyone is online during peak times, it will slow down your own connection as you and all of your neighbours pull bandwidth from the same port, which results in slower speeds, more latency, and packet-loss.



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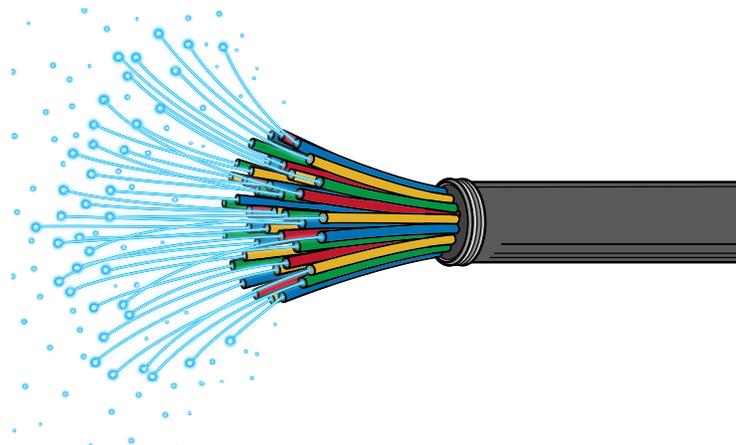
## Why should my company consider fibre?

**In Canada alone, business internet traffic is expected to triple by 2019!**

➔ A high-speed internet connection enables your business to take advantage of cloud services, offsite backup, digital voice, remote access, etc. without slowing down day-to-day productivity.

➔ If your organization is already utilizing, or perhaps considering adapting the data-heavy office solutions mentioned above, it is important to ensure you have a network that's capable of handling those services without it clogging up and impacting other operations.

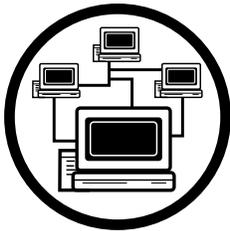
➔ Fibre internet is the fastest and most reliable connection on the market. It is capable of handling all of today's business connectivity demands with guaranteed dedicated symmetrical speeds, encryption security, and scalable bandwidth so you can easily increase as needed.





# Is fibre right for my organization?

Ask yourself the following:



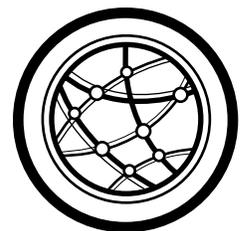
Does my company have more than 20 employees who connect on multiple devices?



Am I currently struggling with lagged video and voice calls?



Do I require symmetrical upload and download speeds?



Do I need to connect multiple offices through a secure MPLS connection?



Am I already using/plan on implementing SaaS and other cloud services?



Do I have sustained growth plans that may require bandwidth scaling?



Am I moving towards a hosted pbx or SIP trunk phone system?

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## The benefits of fibre internet



### Bandwidth

A strained network can drastically affect your bottom line. Studies have found that a 1-second increase in response time (latency) results in a 17% decrease in customer satisfaction. Business fibre has thousands of times the bandwidth of copper. Fibre offers blazing fast symmetrical speeds of up to 10 Gbit download and 10 Gbit upload, unlike Business ADSL that might only be able to offer 25 Mbps down and 5 Mbps up. This means you can upload information just as fast as you download.



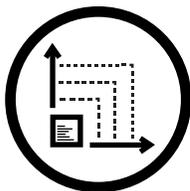
### Security

Because fibre travels through tiny glass tubes that act as insulators, it doesn't radiate signals and it's also very difficult to tap. In addition to its physical security, business fibre also has encryption capabilities that protect your sensitive data when it's sitting on your computers, in data centres, and also when it's travelling around the internet.



### Reliability

Reliability is extremely important. The average downtime cost for a small business is \$6,900 per hour and up to \$74,000 per hour for mid-sized businesses. Most service providers offer high-level SLAs, so, with business fibre you can expect 100% uptime guarantees, hourly mean time to repair and crystal clear voice and video connections.



### Scalability

As your business grows and/or adapts more cloud-based services, fibre internet can grow along with you. Business fibre bandwidth can be quickly and easily scaled without any costly and lengthy installation.

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## Next Steps

Your network is the backbone of your business, so naturally, you want an internet connection that boosts instead of hinders productivity. Organizations that are growing, adopting more cloud services, and/or have multiple office locations will benefit from the speed, security, and reliability of enterprise-grade fibre.

### **FIBRE CHECK**

Connect with an iTel Account Executive to see if fibre is available in your office location! [sales@itel.com](mailto:sales@itel.com)

### **SHARE**



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iTel Networks is the first real national carrier alternative in a market dominated by unresponsive mega corporations and small operations who do not have the infrastructure and expertise to create and support reliable services.

**iTel is different**, an agile company punching above it's weight: combining true carrier infrastructure with flexible products and real support.