



Developing Relationships

Welcome to our first edition of the Business Solutions newsletter **Telecom Topics**. Our aim is to keep you, our customers, fully informed of our products, services, deals and offers plus a little of what's happening in this fast moving world of telecommunications.

Autumn 2006 sees a number of changes at Business Solutions. It is a time of gradual and steady growth and an even greater commitment to customer service to both long standing and potential customers.

In this sometimes confusing telecoms business we stand by our ethos of giving the best possible advice and support. We are not in the business of "the hard sell", we believe it is in all our interests to build our business by developing relationships; developing satisfied customers who can rely on our personal service. We hope you will find our newsletter useful and informative



"We're here to help you save money and manage more effectively."

Business Broadband; Investing in the future

With SME organisations all over the country moving to the next generation of "always on" networking, Business Solutions Telecom Ltd has become an important part of the broadband revolution. There is a growing realisation that IP has become the accepted communication standard and that the Broadband service into a business will probably expand to carry all the company's voice and data services in the future.

The process of choosing a broadband service provider is a difficult one, fraught with unrealised pitfalls. There are so many providers who will offer services and speeds that their networks simply cannot deliver. What customers need are not false promises and lots of hot air, but rather robust assurances that can be substantiated. Spurious claims and offers of lower costs should not act as the basis for choosing any supplier.

No stone should be left unturned when choosing a broadband supplier – questions should be asked of ongoing investment and quality of service, and in particular attention to contention ratios and equally important what providers purposely fail to tell you about contention ratios, with some acknowledging the

existence of this all important data but never actually stating what the rate is.

What is a contention ratio – why does it affect me?

Most broadband ADSL lines in the UK – regardless of the provider – are subject to contention, meaning that the network bandwidth is shared between a number of subscribers. The ratio to which the available bandwidth is shared between users is called the "contention ratio". The lower the contention ratio the higher the quality of service. A 50:1 ratio, set as a standard by BT some years ago and used on most home user packages, would mean that up to 50 customers are sharing the same bandwidth at any one time – peak hours can be very slow. It is essential for business users to choose a provider that offers a low contention ratio, for general business use the average is 20:1.

Beyond having a strong and dependable network though, our customers want speedy connections that are constant throughout the day and not victim to the activity of a high number of users. Establishing the networks contention ratio is key to ensuring our customers get a quick

and reliable service and are not left disappointed. Often the way some providers cut the monthly costs and remain profitable is by oversubscribing the service and running very high contention ratios. At Business Solutions we offer packages from 20:1 right down to 2.5:1 giving consistent fast access at all times.

Future proofing – why is it important?

The "buzzword" in the telecommunications industry today is convergence. The various aspects of communication, the Internet and computer systems are indeed "converging", our voice, data and internet access will be all handled by our broadband internet connection. Services like Voice over IP and Video conferencing will be everyday tools for us all. These services are reliant on the quality, reliability, contention ratio and speed of the internet connection they are using. Business Solutions Telecom Ltd offer this future proofed reliable service, and would be pleased to discuss your requirements for a new broadband account or to help you "migrate" your existing service to BST.



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The BST "Service Wheel"

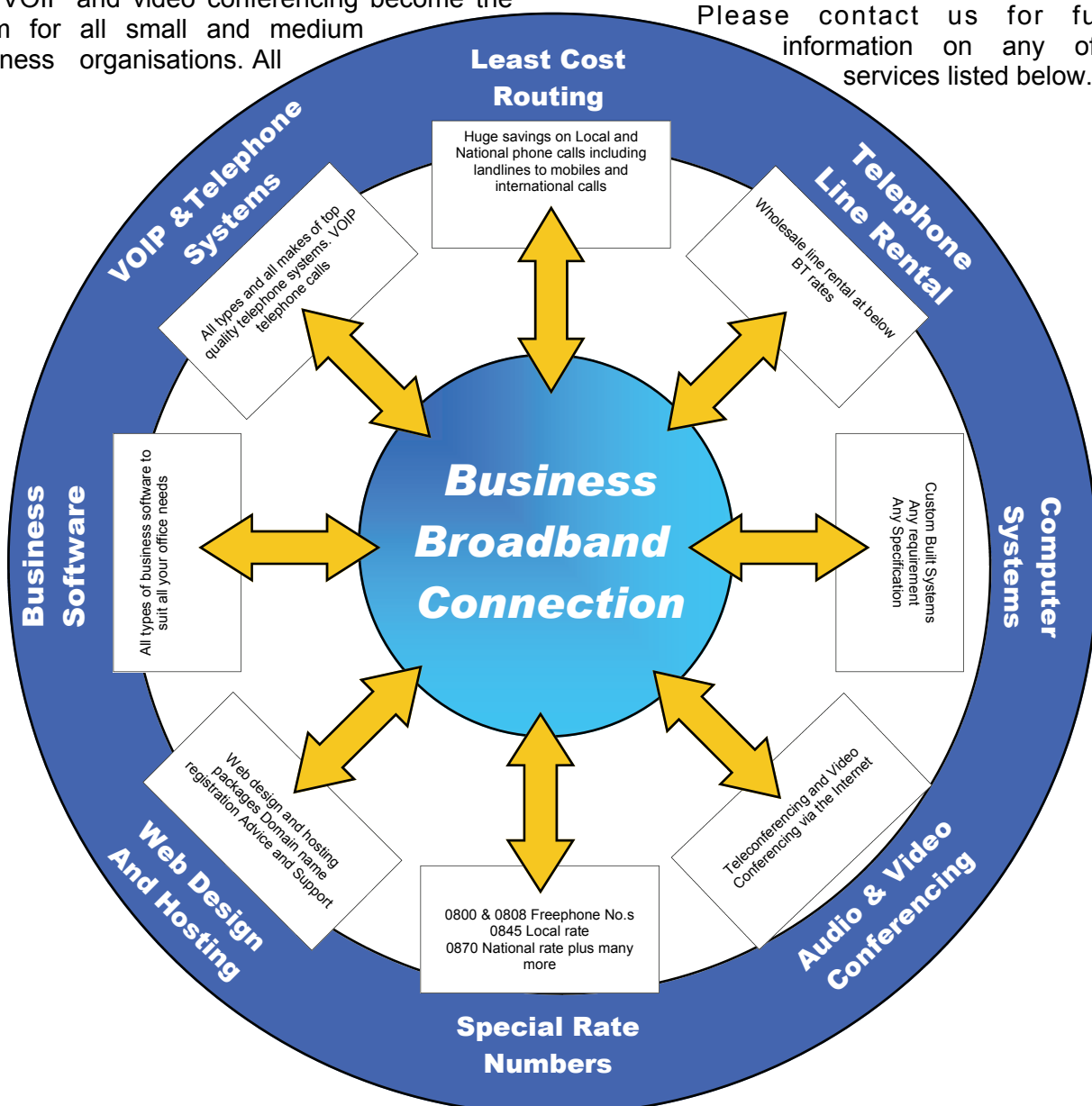
Many of our customers are unaware of the wide variety of products and service on offer from Business Solutions.

The core of our business is our own high quality business Broadband service. This is the heart of our business operations for all our services, particularly when the inevitable shift to services like VOIP and video conferencing become the norm for all small and medium business organisations. All

our customers will be equipped with the quality and reliability of service to adapt to this new technology with confidence and ease.

Business Solutions will always be on hand to help and support all our customers with any of the products and services listed on our "service wheel"

Please contact us for further information on any of the services listed below.



Next issue;

*Price reductions for Least Cost Routing
Freephone numbers; no.1 marketing tool
Line Rental; Why pay BT?*