

# TalkTalk Business

## **BUSINESS CONNECTIVITY 101**

A BEGINNER'S GUIDE TO DEDICATED LEASED LINES



## **WHAT IS A DEDICATED LEASED LINE?**

**A Dedicated Leased Line is an internet connection that you don't share with anyone else.**

**It's a fibre optic line that goes directly to your business premises, providing guaranteed speeds up to 10Gb/s and enhanced reliability.**

# WHAT ARE THE ADVANTAGES OF A DEDICATED LEASED LINE?



## Guaranteed speeds at all times

Never be without those crucial high-bandwidth, cloud-based services.

## Symmetrical upload and download speeds

Perfect for hosting a website, backing up data or sharing files



## Power your productivity, no matter where you are

Access a single connection for seamless hybrid or multi-site working.

## Scale your connectivity with your business growth

Choose from a range of speeds – 100Mb/s, 1Gb/s or 10Gb/s.



# WHAT'S THE DIFFERENCE BETWEEN A DEDICATED LEASED LINE AND OTHER INTERNET CONNECTIONS?

A Dedicated Leased Line offers connectivity that's reserved exclusively for your business.

It's 'uncontended' business internet, meaning you don't have to share bandwidth with anyone else.

## WHICH SORT OF BUSINESS IS A DEDICATED LEASED LINE SUITABLE FOR?

No matter the size or shape of your operation, a Dedicated Leased Line is ideal for any business with high bandwidth requirements.

With guaranteed speeds, increased resilience and industry-leading SLAs, a Dedicated Leased Line from TalkTalk Business can help take your business to the next level.





# CUSTOMER STORIES

A photograph showing several staff members in red aprons and black caps working behind a stainless steel counter in a restaurant kitchen. One staff member in the foreground is wearing a white face mask and a black cap with the 'FIVE GUYS' logo. The background shows more staff and kitchen equipment.

## FIVE GUYS

Rapid expansion meant that upmarket burger chain, Five Guys, needed enhanced connectivity to keep up with the high-bandwidth requirements key to its operations; including in-store payments, communications, security and stock management.

TalkTalk Business installed Dedicated Leased Lines across Five Guys' restaurants and head office, within its ambitious timeframes. Now, Five Guys (and its customers) are benefitting from fast, efficient ordering and payment systems across its 100+ UK branches. And with a scalable solution in place, Five Guys can increase its bandwidth requirements in the future as the needs of the business evolves.

## PIXEL BAR

A photograph of a gaming PC setup. A large monitor displays a first-person shooter game with a blue and black interface. A person's hands are visible at the bottom, resting on a mouse and keyboard. The background is dark, suggesting a dimly lit gaming area.

In addition to its trademark cocktails and carbs, serving up flawless connectivity to customers is crucial to Pixel Bar's operations. Pixel Bar had 25 high-spec gaming PCs and consoles lined up for use at its second site. But before it could open, Pixel Bar needed a lightning-fast, rock-solid connection that could handle the demands of competitive online gaming and support its day-to-day business operations.

With a Dedicated Leased Line installed by TalkTalk Business, Pixel Bar has the high-bandwidth connectivity to provide seamless experiences for patrons – including contactless payment, on-site Wi-Fi and drinks orders via a web app – and staff alike. business evolves.

# WHY CHOOSE TALKTALK BUSINESS



We've supported businesses for over 25 years

Keeping businesses connected across the UK, from Devon to Dundee.



We operate the UK's largest ethernet network

Connecting 1 in 4 businesses that use a Dedicated Leased Line.



You'll have a dedicated account manager

On hand to answer any questions or address any concerns you might have.



We offer 'Excellent'-rated service

24/7 UK-based support, SLA fix-times from just 4 hours and service rated 'Excellent' on Trustpilot.

## FAQs

### Are there different kinds of Dedicated Leased Lines?

In this guide, where we've used 'Dedicated Leased Line', we've been referring to Dedicated Internet Access (DIA) – full fibre ethernet from the exchange to your premises.

We offer this in three different speeds: 100Mb/s, 1Gb/s and 10Gb/s.

Other kinds of Dedicated Leased Line include EoFTTC (Ethernet over Fibre to the Cabinet) and EFM (Ethernet First Mile).

### Do Dedicated Leased Lines come with compatible routers or do I need to supply one myself?

We offer a range of leased line compatible routers for all speeds, right up to 10Gb/s.

But if you prefer, you can choose to take the Dedicated Leased Line connection from us and provide your own router.

### How long does it take to install a Dedicated Leased Line?

It depends hugely on your business site. In some cases, installations can have a lead time of 40 days or sometimes over 100 days.

TalkTalk Business specialise in Dedicated Leased Lines, offering a fully-managed installation and delivering leased lines 7 days faster than the industry average.



# GET IN TOUCH

Give us a call on:  
**03330 603 961**

Or book a callback by  
visiting: [bit.ly/dll-guide-web](https://bit.ly/dll-guide-web)

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