

YOUR ULTIMATE

GUIDE TO

DEDICATED

LEASED LINES

Call our expert team
on **03337 776 236**



Should Dedicated Leased Line connectivity be at the heart of your business?

Every business is, to some extent, a digital business. That was true a decade ago, though it's even more so now.

Businesses whose digital ambitions had previously only stretched to emails and a website, are now emerging with a new digital-first focus.

Cloud communications and IP telephony have helped businesses provide a better work/life balance for staff, and introduce hybrid working as the new operational standard, while e-commerce and cashless payments are helping reduce the costs of managing and holding large amounts of cash on premise.

Businesses have to embrace new trends and ways of working quickly to stay competitive, and will continue to do so. That means they'll start relying on fast data transfer, cloud services, video conferencing, and e-commerce even more than ever before.

Connectivity has become a business-critical issue.

The digital dilemma

Modern businesses have never been more reliant on their internet connection and increasingly, connectivity underpins the very foundations of their operations. But a growing number of organisations are starting to find that their demands have outgrown their connectivity.

It's clear that every business needs fast, dependable internet access to thrive in today's digital-first world.

As businesses explore new technologies and assess customer expectations, many are faced with a digital dilemma.

They know that new ways of working and selling require investment in digital services.

At the same time, the connectivity that seemed more than adequate only a few years ago is now a bottleneck to achieving their ambitions.

Many business networks are stretched to the limit.

Insufficient bandwidth is contributing to frozen video calls with customers, and important files taking too long to arrive.

Downtime has become a problem for many, meaning the great promise of cloud-based communication and collaboration tools can never be properly realised.

In addition, the ISDN switch-off in 2025 means that all businesses will have to switch to IP-telephony soon, further highlighting the importance of reliable connectivity.

That's why many businesses are looking to enhance their connectivity now.

The digital solution

The solution could be one that many small businesses thought was out of reach. A Dedicated Leased Line (sometimes called Ethernet Access Direct or EAD) offers exclusive, uncontended bandwidth. And while this may sound like technology reserved for large enterprises, a Leased Line is suitable for any type of business, regardless of size.

A Leased Line is an internet connection that goes directly to a premises. With bandwidth reserved for that business, users enjoy connectivity that performs exactly as it should, all the time. Think no slowdown at peak times and crystal-clear video calls, all day.

Services can be as fast as a business needs, with speeds from 100Mbps up to 10Gbps. Symmetrical speeds, both up and down, make Dedicated Leased Lines perfect for operations that need simultaneous data transfer, like IP-telephony, media uploading, virtual collaboration and real-time data services. Then as your business grows and demands on bandwidth increases, you can scale your connection with just a quick call, meaning no need for a new line to be installed and all the accompanying disruption!

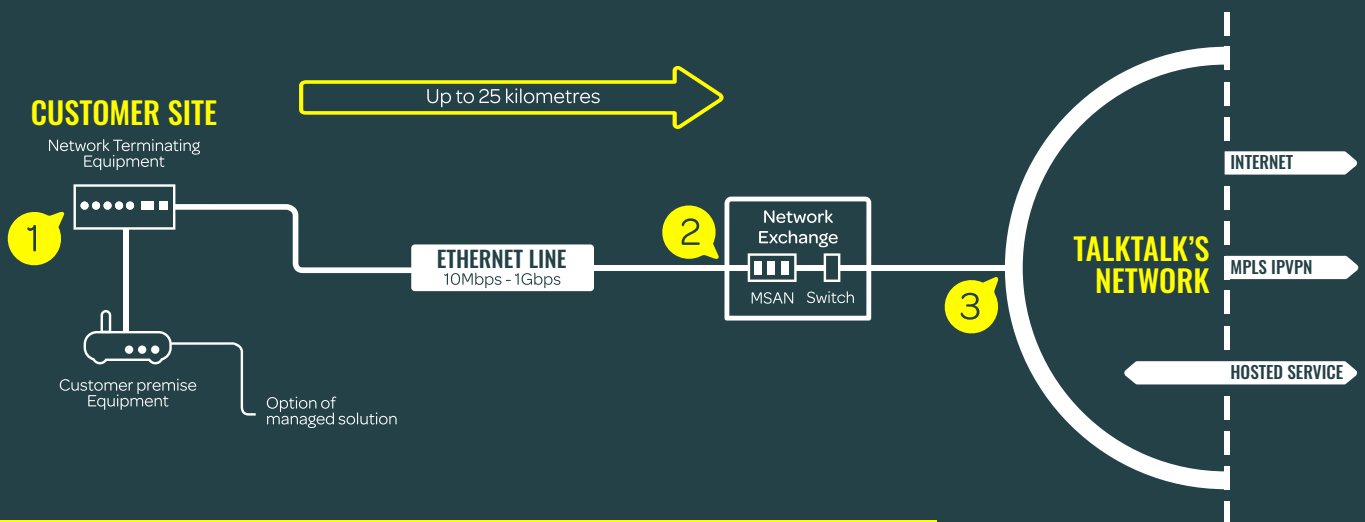
Plus, Dedicated Leased Lines leverage the latest Fibre technology meaning they're more reliable than many standard broadband services.

A Dedicated Leased Line is the ultimate in internet and our leased line customers enjoy 99.995% network uptime, SLA fix-times from just 4 hours and multiple second circuit options available to keep their businesses online, no matter what.

Dedicated Leased Line connectivity means resilient connectivity

Dedicated Leased Line connectivity allows premises to be connected to the TalkTalk Business network over end-to-end fibre.

We have one of the UK's largest ethernet networks. Thanks to our scale, your business can benefit from reduced access costs because exchanges are more likely to be closer to your premise. Our multi-use network offers huge potential for operational savings too.



DID YOU KNOW THAT IN 2020, 75% OF SME BUSINESS OWNERS BELIEVED THAT FAST, RELIABLE CONNECTIVITY WAS THE SINGLE MOST IMPORTANT FACTOR TO THEIR BUSINESS'S SUCCESS?

"Our service hasn't dropped off once! Now, we have a reliable connection that helps us to maintain commercial relationships and make the right first impression, every time. There's a definite improvement in the speed and quality of the connection too."

**Carl Brown, Director,
Sausage Dog Entertainment Ltd**



Nobody can slow your business growth with a Dedicated Leased Line

When the 'dot com boom' started in the early 2000s, all a business used their internet connection for was emails and web management. Since then, the introduction of the smartphone, social media and cloud services have all meant that businesses required faster, more flexible internet connections to deal with these growing demands.

Fast forward to now and the UK economy has permanently shifted towards some form of remote working, whether permanent or hybrid.

Also, businesses now need to connect to more cloud services, especially if facilitating a 'work anywhere' philosophy, or introducing new services to their customers like e-commerce. And, as businesses continue to embrace the cloud, digital transformation strategies expand further and encompass even more aspects of operations.


The result? SMEs are now far more reliant on their connectivity, than they ever were before.



"With my new leased line, I can provide services that I couldn't even think of three months ago. I'm delighted because it's done exactly what I needed it to do... and at the same time enabled me to evolve and enhance my business offering."

James Powell, Director, i90

More for your money



Modern businesses must strike a careful balance. They need high-performance connectivity that's reliable, as they drive digital change. At the same time, cost is even more of an issue in these trying times.

Dedicated Leased Line connectivity provides that balance, with technology designed specifically for business needs. It's the perfect mix of speed and resilience, while remaining cost-effective.

The great benefit of Dedicated Leased Line connectivity over standard broadband is uncontended access.

Dedicated Leased Lines deliver bandwidth reserved exclusively for that business, so speeds remain consistent – even during peak times.

This combination of speed and reliability make Dedicated Leased Lines perfect for cloud services and private networks.

They are also backed with a business-grade SLA from 4 hours, which means issues get fixed promptly, or affected customers get money back.

Quite simply, Dedicated Leased Lines are ideal for business in a new digital era. They provide consistent speeds, superior bandwidth and the confidence to experiment with new digital tools as well as new ways of doing business.

Scale your connectivity seamlessly

At TalkTalk Business, we understand that businesses don't want the hassle of having to install new connectivity every couple of years, as their needs grow and headcounts increase.

That's why we offer a range of highly scalable options across our Dedicated Leased Line portfolio.

Our Dedicated Leased Lines offer speeds from 100Mb/s up to 10Gbps, delivered on 100Mb or 10Gb bearer circuits.

This means customers only pay for the bandwidth they need.

All while still being able to scale their connection in a matter of minutes without affecting everyday processes or requiring new line installations.

All told, Dedicated Leased Lines ensure robust, reliable and future proof connectivity, so that businesses are prepared for almost any eventuality.

"TalkTalk Business stood out from the start. When it came to the tender stage, they demonstrated capability, flexibility and complete transparency. This came through when we talked to their existing customers too. They've been excellent from the outset and are developing into a trusted partner to our business."

Mike Sturrock, Chief Information Officer DX

Choose TalkTalk Business

If you struggle with speeds or feel that your current connectivity might be holding you back, now is the time to upgrade.

If you do decide to take the plunge, TalkTalk Business has got your back. We've been supporting UK businesses for over 25 years and have delivered ethernet connectivity to organisations of every shape and size, across a broad range of industries, for more than a decade.

We back our expertise in the Dedicated Leased Line space with 'Excellent'-rated customer service, a Trustpilot score of 4.7 (out of 5)*, and a philosophy that's all about being easy to deal with.

If you need to contact us, you'll have access to a 24/7 365 UK-based support team, and we'll aim to solve your problem in a single call. But you won't need to call us often. Our network has 99.995% uptime and coped easily with the extra demands generated by the pandemic.

This combination of speed, scalability and reliability offers the perfect opportunity to take your business connectivity to the next level.

With Dedicated Leased Lines from TalkTalk Business, you can drive your own digital transformation with confidence and future proof your operations for years to come.

*Information correct as of 07/12/2022.
More information can be found at www.trustpilot.com/review/talktalkbusiness.co.uk



Choose TalkTalk Business

- 3000+ exchanges enabled across the UK with 95% UK coverage
- We power hundreds of thousands UK businesses
- 25 years' experience delivering business connectivity
- UK-based 24/7 support rated 'Excellent' on Trustpilot
- 99.995% reliability and fix times from 4 hours
- Quicker installs than other providers**

**TalkTalk Business delivers installations on Dedicated Leased Lines 7 days (on average) faster than other providers. As it's hugely dependent on your site, installations can have a quick lead time of 40 days or sometimes over 100 days.



**TalkTalk
Business**

Frequently asked questions

What is a Dedicated Leased Line?

A Dedicated Leased Line is connectivity that you don't share with anyone else. So you don't need to worry about the business next door slowing your connection down by streaming their own live webinar. Or someone binge-watching Netflix in a neighbouring building.

It's a fast, reliable, fibre connection that doesn't fluctuate and goes straight to your premises.

Who is a Dedicated Leased Line for?

It's suitable for any business or any growing business that needs more bandwidth for video calls, VoIP calls, multiple devices, backing up files to the cloud, sending large files, and streaming or broadcasting.

Why is a Dedicated Leased Line a worthy business investment/ what are the benefits?

A Dedicated Leased Line's bandwidth is 100% yours. This means no one else can impact the speed or consistency your connection and it remains quick and robust, even at peak times. Upload speed is also the same as download speed, which means that it's extremely resilient, and a Dedicated Leased Line can fully align with your business's growth.

How does a Dedicated Leased Line compare with other connectivity solutions?

It is a connection reserved for your use only, making it the ultimate connectivity solution. It's faster and more reliable than Fibre or Full Fibre, and you have the bandwidth to carry out a greater number of business functions online completely uninterrupted.

Why choose TalkTalk Business for a Dedicated Leased Line?

Our customer service is rated 'Excellent' on Trustpilot. So not only are you getting an unrivalled connectivity package, but an exceptional customer experience too. You'll also have experts on hand to support you throughout, and our delivery lead times are the fastest in the industry.



LET'S TALK

If you're interested in discussing your connectivity needs, **we'd love to speak with you**. Just call our brilliant team for a free consultation on **03337 776 236**.

