

**Network Backhaul** 

# Expand your network nationwide

Direct end-customer traffic faster, further and more flexibly







### Fewer barriers. Faster growth. More possibilities.

With businesses up and down the country demanding better, faster, more reliable connections, the opportunity to deliver seamless, high-speed, and cost-effective connectivity is undeniable.

We understand the importance of offering our partners robust, efficient, and scalable solutions. We're dedicated to enhancing your capabilities, so your end-customer traffic can get where it needs to, faster, further and more flexibly.

Our Optical and Ethernet Exchange Backhaul products are tailored to meet those challenges, offering the flexibility and diversity necessary to empower you and your customers. Expand your network reach to virtually anywhere in the UK, leveraging our extensive infrastructure, resources and networks team's expertise to find the best solution for your network needs.

#### How far will you go with Network Backhaul?





I am passionate about supporting and working collaboratively with our ISP and Alt Net Partners to enable them to unlock new growth opportunities. Our Partners can leverage our significant network investment to quickly and cost effectively extend both their network reach and scale their capacity as they grow without the need for large capital outlay. We help them to maintain their focus on increasing customer numbers whilst we support on the infrastructure, helping everyone to thrive in this exciting industry."

TOM O'HAGAN, CEO



### The national coverage challenge. Putting the pieces together can be puzzling.



#### From our experience working alongside our Carrier and Alt-Net partners, we know achieving UK-wide coverage can cause logistical headaches and unnecessary hassle.

Whether it's overly complicated multi-step ordering processes, supply chain challenges, the time and cost requirements of implementing their own network or simply juggling multiple backhaul providers, we've heard directly from our partners about all the issues they faced before choosing PXC.

We believe there's no good reason achieving national backhaul coverage should be this difficult. You shouldn't have to search for the missing part to expand your reach throughout Great Britain and Northern Ireland, knitting suppliers' offers together, and you certainly shouldn't have to invest the time and money that building your own network demands.

Our wholesale Network Backhaul solutions address all these issues and more. When you leverage our national, high-capacity, highly scalable and resilient infrastructure to achieve the coverage you need through a single supplier, you can keep focus on your end-customer, knowing we have your back(haul).

#### Why choose PXC?





# Network Backhaul that's made to fit.

Our high-capacity, highly scalable, resilient network infrastructure removes complications so you can deliver competitive, sophisticated products and services across the nation.

With Ethernet and Optical Exchange Backhaul solutions, you choose how to connect your local presence to key exchanges and data centres via 10Gb or 100Gb NNIs. Scale up your connectivity while negating the need to invest significant Capex and Opex in building and maintaining key network infrastructure, so your investments can stay focused on the final mile and connecting customers.

#### Why PXC?

With our Network Backhaul solutions, you'll benefit from:

Single supplier relationship<br/>covering pricing, ordering, delivery,<br/>assurance and billing, allowing<br/>you to reduce your procurement,<br/>overheads and support costs.Market-leading service<br/>assurance SLA, increasing<br/>end-customer satisfaction.Image: Competitive commercial model.Image: Competitive commercial model.Image: Competitive commercial model.Image: Commercial model.Image: Commercial model.Image: Commercial model.





### Can you keep up? Easy upgrade options to match demand

Going above and beyond customer expectations and keeping pace with increases in demand can be tricky. But it doesn't have to be. With our easy upgrade options, falling behind demand surges can be a thing of the past.

Choosing a single supplier relationship that covers pricing, ordering, delivery, assurance, and billing, also reduces procurement and simplifies costs, freeing up valuable time and resources to focus on your next steps.

And like all PXC solutions, you have the expertise and experience of our knowledge experts at your disposal to ensure you always have the best options for your needs and your ambitions.

## O O<br/>Partner Spotlight: GrainO O<br/>Providing fibre for new-build housing nationwide

Grain provides fibre to new build areas across the UK, ensuring crucial digital utility services to home builders. With over 100 locations from Aberdeen all the way down to the south coast of England, Grain needed a truly national provider. Partnering with PXC has allowed Grain to focus on quality and uptime for customers, wherever they are, now and in the future. Leveraging the PXC national Backhaul infrastructure has enabled seamless connectivity for multiple build locations over the last 12 months, supporting their growth as a business.

#### Read on to learn more about our Backhaul options





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### Ethernet or Optical? Sophisticated solutions that offer straightforward results

### Depending on what you're looking to achieve, you might have questions about which Network Backhaul would be best.

Depending on the particular challenges and goals you currently face (including the topology of the area), a more cost-effective Ethernet (up to 10Gb) may be the right course of action. Or, if a high-speed, super-scalable network is the ultimate endgame, then Optical (up to 100Gb) would most likely be the way forward.

Our Network Design Team is always available to help our partners get the most value from their networks, go through the differences between GPON and 10G-PON and guide them to better understand what NTU hardware best suits their challenges and budget.

#### Optical Exchange Backhaul: Connectivity at Lightning Speed

Get end-customer traffic to its destination faster. Our Optical Exchange Backhaul solutions support speeds of up to 100Gb and each network is designed utilising our Optical network architecture. Collaborating with our Networks team, you can agree a design to best suit your network requirements now that's also ready to scale tomorrow.

#### Why choose Optical Exchange Backhaul?

### High-Speed Connectivity

Experience lightningfast data transmission with our Optical network architecture, offering capacity of up to 100GB.

#### Scalability

As network usage increases, our solutions can effortlessly scale to meet your demand requirements, providing you with the consistent capacity needed to support your customers' traffic.



### Optical Network Design

Each network is meticulously designed using innovative optical network architecture, ensuring top-tier and reliable performance.





### Ethernet Exchange **Backhaul**: Your Versatile Connection

Enjoy flexibility with a choice of capacity. Our Ethernet Exchange Backhaul offering has a range of speeds available from 1Gb to 10Gb (with higher speeds available using Optical Exchange backhaul) and, with easy upgrade options, you can scale as and when demand increases.

If you have unbundled the local exchange, we can connect to your rack via an Internal Fibre/ Internal Cablelink in the building. We can also connect to your active street cabinet by using the chamber outside the exchange using an External Cablelink. We can also offer fully diverse routing into the exchange.

#### Why choose Ethernet Exchange Backhaul?

#### Flexible Capacity Options

With capacity ranging from 1GB to 10GB, our Ethernet Exchange Backhaul caters to a wide spectrum of demands.

#### Simplified Expansion

The ease of upgrading means that your network can grow effortlessly alongside your business.

#### Diverse Routing

Enjoy fully diverse routing options into your chosen exchange, ensuring you have a robust and resilient network.

Network Backhaul is supporting regional growth





### Network backhaul that's right up your street

Think bigger with our national network

Despite the fact that over half of UK premises have access to full fibre in the UK, rural areas and market towns are still underserved when it comes to connectivity options. With just 4in10 premises able to access FTTP<sup>\*</sup> and unreliable, low-bandwidth copper connections the only alternative, it's no wonder that businesses outside major cities are demanding more speed from their providers.



PXC supports Alt-Nets in delivering robust, high-speed FTTP infrastructure throughout the UK, helping our partners improve speed and end-customer satisfaction whilst they grow.

We give our partners the freedom to design their networks without many of the commercial and technological restrictions found in the Channel, enabling true innovation while unlocking regional network growth through choice:

- Flexibility of solutions With both Ethernet and Optical connectivity options, there's a solution to match our partners' priorities.
- > Multiple Billing Models Highly competitive pricing and a range of billing models ensure that CapEx costs don't restrict our growing partners.
- National reach Our national network allows partners to go beyond local, taking their solutions nationwide, and increasing service availability for end-customers.



#### OO Partner Spotlight: Wildanet Bridging the digital divide in Cornwall and Devon

The southwest of the UK has struggled with low broadband speeds for many years. Unlike in more urban parts of the country, Wildanet has faced a specific challenge due to the region's lack of infrastructure. Using PXC's national Backhaul infrastructure, Wildanet has accelerated its programme to build a fibre network across the region, bridging the digital divide without needing to build a contiguous network. With PXC's Backhaul reach, Wildanet can reach more businesses and serve more customers faster.



### Partner Spotlight: Orbital Net Supporting business growth through improved connectivity

Part of the Orbital Internet Group, Orbital Net is one of three in-house brands. It utilises the service from PXC to deliver for customers across verticals including B2B, Commercial and Tourism, based all across the country.

Using backhaul connectivity has allowed Orbital to unbundle exchanges that were previously either economically unviable to provide backhaul to or required expensive backhaul upgrades. Now, they can deliver Fibre services to more end customers at cost-effective prices, helping businesses expand. With support from the PXC account management team, they have found the process easy and effective, with plenty more projects coming up.



> Achieving national coverage with Network Backhaul

### Sustainability and investing in innovation



PXC has invested heavily in making the network energy efficient, improving our green credentials and reducing our environmental impact.

#### A greener fibre future

Overcoming the impact of climate change presents one of the greatest challenges the world has ever seen. And while we certainly can't solve the entire issue ourselves, everyone across the PXC is helping to reduce our impact, setting a standard for other ISPs and Enterprises to follow. We've worked to reduce our CO2 per gigabit of bandwidth by 80% since 2010.

Whilst copper has been at the heart of our communications for most of a century, the cost of maintaining it is part of the drive to reach Full Fibre. In addition, Fibre requires far fewer chemicals to extract and manufacture than copper, so it's significantly better for the environment.

#### **Powering connectivity**

The power required to run copper is much higher than modern fibre infrastructures need, so by switching fibre, PXC can help reduce the energy demand. Power consumption can be nearly halved for end-users simply by switching from HFC (copper) to FTTP. Given buildings currently account for 35% of CO2 emissions in the EU, this could certainly help Enterprises of all sizes reduce their impact.

#### Sustainability is better for business

Along with embracing more environmentally friendly processes, this is the key message we'd like you to take away: involving your team in your environmentally friendly initiatives is one of the best ways to move towards your CO2 reduction goals.

Demand for greener initiatives, from both financial and customer demand perspectives, is growing for our customers, too. So, if you want to be part of the change, speak to your Account Manager to join us in creating a greener fibre future for everyone.



### Future-proofing your business

Explore more of our industry-leading, future-proof solutions, offering high-speed Connectivity with quick and efficient implementation and peace-of-mind security.

#### FTTP

Full fibre delivered straight to the customer's end-premise. Delivering a rapid fibre connection directly from the exchange, benefitting from a range of bandwidth options and network reliability.

#### SoGEA

With a full-fibre Britain in 2025, PSTN technology products will no longer be available. SoGEA uses a combination of Copper and Fibre technology without needing PSTN, making it the next best target product for customers moving from ADSL and FTTC.

#### Gfast

Provide your customers with ultrafast download speeds of up to 330Mbps to suit even the most bandwidth-hungry businesses – always keeping them up to speed.

#### Ethernet

All network traffic is delivered privately back to our network via discrete interconnects, removing the need for VPN's. All of our Ethernet products come with Business Grade SLAs, 24/7 UK-based support and dedicated bandwidth. We also offer a range of Network Resilience, Carrier Resilience and Duct Resilience (RA02) options.

#### Cellular

Ideal for remote or temporary sites, and areas requiring rapid deployment as well as a failover service. Cellular Ethernet is quick and simple to install and can support single or multiple services including Internet Access, SIP or MPLS. Traffic is delivered back to our network via discrete interconnects and doesn't pass through the public internet.

We also have a range of connectivity solutions that help you leave traditional business broadband in the slow lane including:

- Layer 2 Connectivity
- DIA (Dedicated Internet Access)
- Managed SD WAN
- IP-VPN (MPLS) and more.









### Ready for seamless, high-speed, and cost-effective connectivity to take you to the next level?

PXC.co.uk

Follow us on <u>LinkedIn</u>

Get in touch to find out how we can support your business with Network Backhaul and our portfolio of Connectivity solutions. Simply contact your account manager directly or visit our contact page to learn more.

**Potential Unlimited** 

