

PREPARE YOUR EFM CUSTOMERS FOR THE GREAT SWITCH OFF WITH CITYFIBRE

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When the PSTN and ISDN are retired in 2025, all legacy copper connections will cease to work, meaning you need to migrate your base to future-ready solutions. While there's been plenty of information out there about the impact the switch off will have on voice and broadband, there's one service that you might not know will be affected: Ethernet First Mile (EFM).

EFM delivers connectivity via bundled copper pairs to provide higher overall bandwidths over a standard copper connection, meaning any existing EFM customers will need to be migrated to a fibre solution to stay connected post-switch off.

At DWS, we understand that not all businesses can afford a full fibre Ethernet connection, nor do they need one, which is why we offer Fibre Flex from CityFibre, an affordable fibre Ethernet connection that offers gigabit-capable speeds that far outperform EFM.

What is Fibre Flex?

Fibre Flex is an ultra-competitive and innovative product that offers a symmetrical, guaranteed 200Mb service but allows the customer to use up to 1Gb whenever possible, at no extra cost. Run over CityFibre's independent network, Fibre Flex differs from Dedicated Full Fibre Ethernet because it uses a shared fibre within the tail end that is common between a small number of other customers.

Having a pure fibre connection directly into the business premises gives your customers access to incredible speeds and reliability, but with Fibre Flex, this comes at a reasonable price. Full fibre services are also less susceptible to the effects of bad weather, experience fewer incidences of theft and are unaffected by electrical interference.

Key benefits of Fibre Flex:

- > Speed that won't let you down: Guaranteed upload and download speeds of 200Mbps
- > Flexibility: Burst up to 1Gbps whenever needed, with no extra cost
- > Unstoppable connectivity: No need to request bandwidth upgrades above 200Mbps
- > Trusted across the UK: Fibre Flex is available in 29 towns and cities across the UK

Why choose CityFibre with DWS?

- > Independent Network Infrastructure - Carrier-class, resilient ring-based architecture completely separate from other network providers
- > Highly Competitive - Enables you to differentiate your service offering and stand out in the market
- > Built-In Smart Capabilities - A network designed from scratch to service the digital age, CityFibre continue to invest in their network and software platforms, making it readily upgradable to 100Gb and beyond

**Dependent on network availability & CPE configuration*

