



Insight Guide

What is the full fibre rollout? A guide to full fibre

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A guide to full fibre

Full fibre is coming, and it's set to improve the way we do business tremendously. Especially in the last two years, we've seen how a fast connection makes all the difference to our quality of life and profit margins. So, if you're wondering "what is the full fibre rollout" and "how will it benefit my business," we'll explain it all in this guide to full fibre.

What's full fibre?

Full fibre is part of the UK government's commitment to helping even rural businesses access top-of-the-range ultrafast broadband by 2025. Despite the government conceding that we might not hit the deadline of 2025 for the fibre rollout, Connectivity suppliers are steaming ahead with plans to ensure the whole of Britain has access to fast, reliable and stable connectivity. And every day, new towns and villages get access to cutting-edge, business-fuelling internet connectivity speeds they've never had before. According to the [UK Government website](#), "Now largely gigabit-capable, Superfast will reach the remaining premises that have broadband speeds of less than 30 megabits per second (Mbps). In late 2020, the government approved a further £490 million of new contracts signed to provide mainly gigabit-capable coverage to a further 172,000 premises." And this is better for consumers and businesses across the country.

Why is full fibre better?

Full fibre is better because it gets rid of copper. Copper is what's slowing your connection speeds down. Fibre broadband gains its speed advantage from the way it delivers data.

Standard ADSL broadband uses the same copper wires as your landline telephone, using separate electrical frequencies so both services can work at the same time (unlike the old days of dial-up). However, fibre-optic broadband cables, which are made of plastic and glass, use pulsing beams of light to transmit data instead. While both transmit data at roughly the same speed, much more data can fit into these light pulses than the electrical signals of copper wires. Beyond the speed, there's also no degradation to worry about. You might not know it, but the further you live away from the cabinet at the end of your street, the slower your internet speed is right now. But with fibre sent right to your home or business, this is no longer an issue.



What type of fibre do you have now?

In most cases, if you have fibre now, it's FTTC. This means that those fast glass and plastic cables are sending data to your location only up to the usually green cabinets at the end of your street. From that point, copper wires take it the rest of the way. This is the sort of fibre you want to look to replace because it's not as efficient as the new connections which cover those last few dozen metres to your home or business itself. By using fast fibre optic glass cables, the whole way, you don't experience any loss of speed. And you'd be surprised what zero-degradation ultrafast connection speeds can do for your business.

What does the fibre landscape look like in 2022?

The pace of improvement is rapid, even if a little behind the target. [ISP Review](#) reports, "The operator's full fibre network has now covered 7.2 million UK premises (inc. 2.3m in the hardest to reach "final third" of the country). The rollout is currently running at a build rate of c.58,000 premises per week and this is predicted to peak at c.75,000 premises per week at some point in the near future (i.e. up to 4 million premises per year, which compares with the 1.9 million added in 2020/21)." So, if you don't have access to FTTP now, you will very soon. And that's great for your profit margins, as we'll explain below.

What's FTTP?

Whilst FTTC was seen as ground-breaking at the time, offering speeds up to 300Mbps, today the 'superfast' of FTTC has been seriously overtaken by Ultrafast (300Mbps+) and now Gigafast (speeds of up to 1Gbps). FTTC is now largely seen as residential broadband and is no longer fit for business. What all this means is that, to function and excel, each business - regardless of size or status - will need to make the switch to a superior solution offering Fibre-to-the-Premises (FTTP) connectivity. That means getting rid of your old copper connections and upgrading to FTTP.

Why is full fibre better?

There are a lot of reasons to switch to FTTP the moment it becomes available and most of them have a financial benefit tied in as well.

Some common benefits include:

Reducing staff turnover

Your employees will leave over a bad internet connection. [ZDNet](#) reports, "Almost half (49%) of US workers say they are likely to leave their current job if they're unhappy or frustrated with the technology they use at work. However, the number of digital workers who reported applying for a job because they heard a company's employees use great technology increased by 7 points." So, moving to FTTP as soon as you can may actually prevent losing top talent and can boost your recruitment efforts too.

Optimising IT team efficiency

Your IT team is likely full of professionals with computer science backgrounds. Do you think they are intellectually challenged by spending hours on the phone with your internet provider trying to sort out the slow speeds? Boredom is often a factor in a lack of initiative that can lead to poor work outcomes and dent morale. Your employees may be eager for new challenges. But if you're benefiting from the fastest internet speeds available in the country, your IT department can start contributing in other ways. It's a win-win.



Scaling more effectively

What worked for your small lean start-up probably isn't working anymore. Once your business has more than a dozen people trying to download, stream and video conference all at once, [connection performance over FTTC or traditional fibre takes a dip](#). With new FTTP speeds you'll benefit from no service lag or disruption even when growing your team rapidly almost overnight. Talk to your internet rollout partner to scope what you need both now and in the future.

Improving customer service

When your customers must wait, they get frustrated with your service. And all the extra time added from a slow connection can negatively affect your sales and repeat business. Not to mention the irritation at stuttery video calls or VOIP conferences. SEO expert, Neil Patel explains the impact, "71% of consumers ended a business relationship due to a poor customer service experience." When you look at that overwhelming majority, you can estimate how much even one tech-related poor service experience will cost you. But one way to eliminate this business risk is to avail your company of the faster FTTP connection right when it's available.

Reducing overheads

Say goodbye to that big, expensive London office. With FTTP, you can now [move your headquarters](#) to somewhere more cost-effective and still have the same great speeds. Since virtual selling has become the norm, many companies are only held back by the lack of fast connectivity in their proposed new HQ locations. In fact, you might not need a dedicated space at all anymore. There is also no point spending money on more space than you need. Moving offices can be one of the simplest ways to reduce space-related costs. You could even choose to relocate into [a] shared space rather than taking out a lease on a whole building. This solution has the additional benefit of meaning you would share the costs of services such as reception facilities with other businesses.

Project Gigabit Vouchers

It's not just the nationwide rollout of fast speeds that is helping businesses. The government is also operating a voucher scheme to **give eligible companies up to £3,500 to help them get connected to this fast fibre.** You can see the requirements **here.**

Remember, to benefit from full fibre, you need to **eliminate that last connection using copper wires.** If your area is not part of a government scheme to do this already, looking into the voucher program might be a great way to jump the queue.

If you want help scoping a switch from FTTC to FTTP in your business premises, talk to our helpful team. We're experts at helping you get rapidly connected and operating at maximum efficiency so you can start gaining all the benefits of the full fibre rollout.

For more information on how we could help your business, get in touch today.

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