



"Refreshing IT Solutions"

## **Zest Broadband**



## Business Broadband Overview

Zest business broadband services deliver high quality, affordable broadband with fast download speeds of up to 8Mbps or up to 20Mbps depending on your telephone line and location.



With the addition of Business Talk, we can provide a complete office solutions with telephone line, calls and broadband.

Our value for money business broadband packages provide generous monthly download usage allowances with the added flexibility to purchase extra usage whenever your business requires.

### Zest Broadband Packages

	Zest Pro	Zest Lite
<b>Monthly Fee (ex VAT)</b>	£49.00	£33.00
<b>Downstream Speed*</b>	up to 20Mbps	
<b>Upstream Speed*</b>	up to 1Mbps	
<b>Switch to Zest Business Broadband</b>	Move to Zest from your current broadband provider for FREE	
<b>Monthly download usage</b>	100GB 200GB from 01.04.2012	10GB 20GB from 01.04.2012
<b>Contract</b>	Flexible 1 month minimum contract	

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## Switching to Zest Business Broadband is FREE! And Easy!

Switching your broadband service to us is easy! If you need business broadband we will have something to suit your requirements.

If you already have business broadband with another Internet Service Provider (ISP), we may be able to switch your broadband service over to us so that you don't have to wait for your current ISP to cancel it before we can provide you with a new service. Without a migration you would usually encounter seven or more days loss of service. Our migration service has been designed to reduce the amount of broadband downtime and inconvenience to an absolute minimum.

### 3 simple steps:

1. Check that we can provide you with business broadband by using our broadband speed checker.
2. Contact your existing ISP and ask them to provide you with a Migrations Authorisation Code (MAC) Key. *(Please make sure your existing ISP is aware that you are migrating to Zest Broadband and that you do not want your broadband service ceased (cancelled) until the migration has been completed.)*
3. Choose your broadband service and place your order by visiting our online ordering page where you will be asked for your MAC Key and the name of the ISP that you are switching from.

## Up to 20Mbps Broadband Services

### "Up to 20Mbps" has arrived – Zest Broadband launches new faster business broadband services

We are delighted to announce that our business broadband download speed has increased to "up to 20Mbps" and our business broadband upload speed to "up to 1Mbps".

Needless to say there will be no changes to our one month rolling contract nor will we be charging any extra for the broadband speed increase. We never have, and never will, traffic shape a connection ensuring customers experience these faster broadband speeds all day, every day.

### New customers "how to order" information

You can sign up new customers to one of our broadband services today by calling **0844 504 3883** to place your order, or alternatively you can contact us online at [www.zest-solutionsgroup.co.uk](http://www.zest-solutionsgroup.co.uk)

### So who can get these new faster broadband services?

New customers that are connected to a BT 21st Century Network (21CN) enabled exchange will be on the "up to 20Mbps" broadband service straightaway. Today over 55% of UK homes and businesses are connected to 21CN enabled BT exchanges. BT aim to extend this to 75% by Spring 2011, depending on customer demand.

If you are not on a 21CN enabled exchange then your broadband speed will be "up to 8Mbps". Once your exchange is 21CN enabled the process will begin to move you onto the "up to 20Mbps" broadband services.

It is also important to remember that the broadband speed you can expect to receive will, as always, depend on the following factors:

1. The distance you are from the local BT exchange
2. The quality of wiring from the BT exchange to your premises
3. The internal wiring within your premises and interference with any other electrical equipment within your premises



## Understanding Broadband Speeds

The aim of this article is to highlight what we mean by "broadband speeds", how they are measured, what can affect your broadband speeds and how you can improve them.

### What do we mean by "Broadband speeds"?

When talking about broadband speeds we are referring to how quickly you can get information from the Internet to your computer. This is known as your **download speed**. How quickly you can send information from your computer to the Internet is known as your **upload speed**. We measure broadband speeds in Mbps (Megabits per second) sometimes referred to as "Meg" e.g. 2Mbps or 2Meg.

### What "throughput speed" will I get?

#### ADSL/ADSL2+

The table below provides an indication of the throughput speeds based on the line rate (sync speed) that your telephone line can support.

ADSL Line Rate	Minimum Downstream Speed (Throughput)
0 to 288kbps	100kbps to 250kbps
288kbps to 576kbps	100kbps to 500kbps
576kbps to 1152kbps	400kbps to 1000kbps
1152kbps to 2272kbps	800kbps to 2000kbps
2272kbps to 4544kbps	1200kbps to 4000kbps
4544kbps to 8128kbps	2000kbps to 7150kbps
8128kbps to 24384kbps	4000kbps to 21000kbps

The low end of the speeds in each band reflects the speeds you may expect during peak usage times.

Fluctuation in broadband speeds is expected to occur within the first 10 days of service whilst your line speed adapts to the maximum it can reliably support. Please note that when we provide you with a broadband speed estimate we have based this on a range which is equivalent to the access line speeds achieved by the majority of our similar customers.

### What can affect broadband speeds?

Although you'll get a maximum download speed for your broadband service from it will be dependent on a range of factors, and subject to survey and availability. Broadband speeds can be affected by a number of factors including, but not limited to, the following:

- The length of your telephone line to your local BT Telephone exchange
- The quality of the internal telephone wiring in your home or business
- The age of your computer or broadband router
- If you're connected to the broadband router directly or via wireless
- Number of applications or programmes you are running on your computer
- The speed of the Web site you're downloading information from
- The number of people trying to download the same information as you from the same Web site
- Weather conditions
- Seasonal decorations e.g. Christmas tree lights
- The quality of the line e.g. degradation of your line over time may result in a reduction in the broadband speeds you receive

### How can you improve your broadband speeds?

Sometimes making the smallest of changes can make a significant improvement on your broadband speeds. If you would like to increase your broadband speed you could try the following:

- If your computer or broadband router is old then upgrading them may improve your performance
- If connecting wirelessly to your broadband router:
  - Try plugging directly into your broadband router to see if there's any improvement, if there is then you could try moving the location of your router
- Make sure that your wireless connection is secure. If other people are using your connection then it will definitely slow your own broadband speed down