

A smiling man with dark hair and a light beard is shown from the chest up, wearing a grey t-shirt. He is looking off to the right with a bright smile, showing his teeth. He is holding a large, dark, circular weight plate with both hands, as if he is about to lift it. The background is a brightly lit gym with various exercise machines and windows. The overall mood is positive and energetic.

# A guide to small business broadband

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# What are the benefits of business broadband?

**Business broadband offers a host of advantages over standard domestic connections, here's why you should be considering an upgrade.**

Most of us have encountered the following scenario: you arrive at work in the morning to find colleagues twiddling their thumbs. You ask what the problem is and receive the time-honoured answer, 'the internet's down'.

Broadband outage is a problem that can wreck your working day; it's up there with cancelled meetings or a rampant flu bug. But now there is a solution which many small businesses can take advantage, whether based in a hairdresser, restaurant, café, newsagent or another small business workspace: business broadband.

And with business broadband comes a variety of features that you don't usually get with standard packages, such as "always-on" internet. This, as the name suggests, protects organisations from the scourge of downtime by providing continuous digital access even when

connectivity glitches are occurring.

It does this by automatically switching to a back-up 4G mobile connection, meaning a network outage which once brought work to a standstill is barely even noticeable. With Sky Connect, 4G back-up keeps your key devices running during an outage, so disruption is minimised.

Sky Connect's business broadband is the only business-grade internet backup service aimed at small businesses, offering organisations the peace of mind to grow without digital disruptions.

## A quick, no nonsense switch

Business broadband regularly comes with professional installation and device set-up. Simply book a time for a site visit and trained engineers will plug in your equipment, connect desktops and other devices, and ensure your hub provides the best possible Wi-Fi signal.

Experts at Sky Connect know the best way to set up your network so that it retains signal strength, even in the event of an outage, keeping your business firing on all cylinders when your competitors might grind to a halt.

For added reassurance, make certain your broadband provider offers a service level agreement (SLA), which guarantees a standard against things such as outages, downtime and missed engineer appointments.

If your provider fails to hit these targets, then the SLA should entitle you to compensation, because any broadband supplier should be prepared to put their money where their mouth is.

If, from time to time, an issue arises, it's good to know you can talk to a real person at a helpdesk. This isn't always the case with domestic broadband suppliers; instead your only option is to head to their website and raise a ticket, hoping that someone will get back to you soon.

With business broadband you can have someone available on the phone, with who you can discuss issues in detail and get answers in real time. Sky Connect has a service team on hand during office hours, so you can get the assistance you need, when you need it.



## More value added

It's easy to forget the important little details when signing up to a broadband contract, but these can make all the difference.

Take, for example, your IP address: with a standard contract you login with a different one every time. But with business broadband you get a stable IP address, which is important if you run a website or access your systems remotely.

Another important element, too often overlooked, is security. Online security software protects your data from malware, phishing scams and even hackers, so it could spell the difference between running your business and being brought down by cyber criminals.

With business broadband, you should receive a higher level of protection that's designed for the commercial world. Sky Connect gives you phishing and malware protection as standard, so there's no need to pay for a separate software license.



## Transparent, easy to understand billing

Cashflow is a perennial business concern, and all too often businesses go bust because of unexpected costs, despite succeeding in other areas. It's important, then, the things you buy come with a clear billing structure with no hidden surprises.

For broadband customers, this isn't always a guarantee. Sudden price hikes, unexpected fees or charges for extra usage often come as an unwelcome surprise; one which can lump extra pressure on your business' outgoings.

Regardless of the package you opt for, your business broadband provider should offer a simple pricing structure that's easy to build into your cashflow projections.

With Sky Connect, you get a promise never to increase prices within your contract timeframe, as well as a 30-day no-quibble moneyback guarantee if you are not completely satisfied.

Your broadband should tally with your ambition to grow your business. By adopting business broadband, you'll benefit from more uptime, better security, clear pricing and help on hand when you need it most.

Without it, you could be hamstrung by a failed internet connection just when you need it the most. Isn't it time you gave your business the boost it needs?



# Never miss a call, never miss a customer

## **Analogue phone systems are increasingly being replaced by smarter broadband based networks, here's why you should consider switching.**

Around four in five of the UK's 6 million businesses are owned and managed by people working for themselves, while 4.6 million have no employees at all. It's a reality for under-resourced small business owners that they can't be everywhere at once.

You might be out of the office meeting clients and suppliers, travelling between destinations, or otherwise occupied away from your phone. It's easy to see how people fail to pick up, yet every missed conversation is a potential missed business opportunity.

Even businesses with 10 or 20 employees don't always have the people power they need. Desk phones ring off the hook if their owners aren't in the building - it can be a major issue if no one is around to pass on a message.

In short, your customers, suppliers and contacts need to be able to reach you, whether you're under the hood of a car or snipping a valued client's hair. But you only have one pair of hands, so what is the solution?

## The problem with old phones

Traditional phones work on analogue lines, while digital voice technology, known as voice-over-IP or VoIP, run via broadband internet. It's like comparing a gramophone to streaming your favourite songs online.

Analogue phones constrain your business with limited options and functionality that covers only the bare essentials. Worse still, they are being phased out: Openreach plans to retire traditional phone lines as soon as 2025.

With VoIP, your voice is filed into packets, just like emails, and reassembled at the listener's end. Analogue phones use a microphone and lay your voice onto tape, which connects directly to the recipient's number.

Because VoIP phones are digital, you get more choice, more control and plenty of flexibility to field calls wherever you are in the world. No more being tethered to a desk waiting for that all-important customer to pick up the phone.

## Unmissable calls

Sky Connect's VoiceEdge phone system – included in all Sky Connect packages – delivers your calls over Sky's digital network, giving you the chance to create efficiencies in your business communications.

It is designed with your customers in mind. Rich in features, created for small businesses, VoiceEdge lets you manage incoming and outgoing calls with ease.

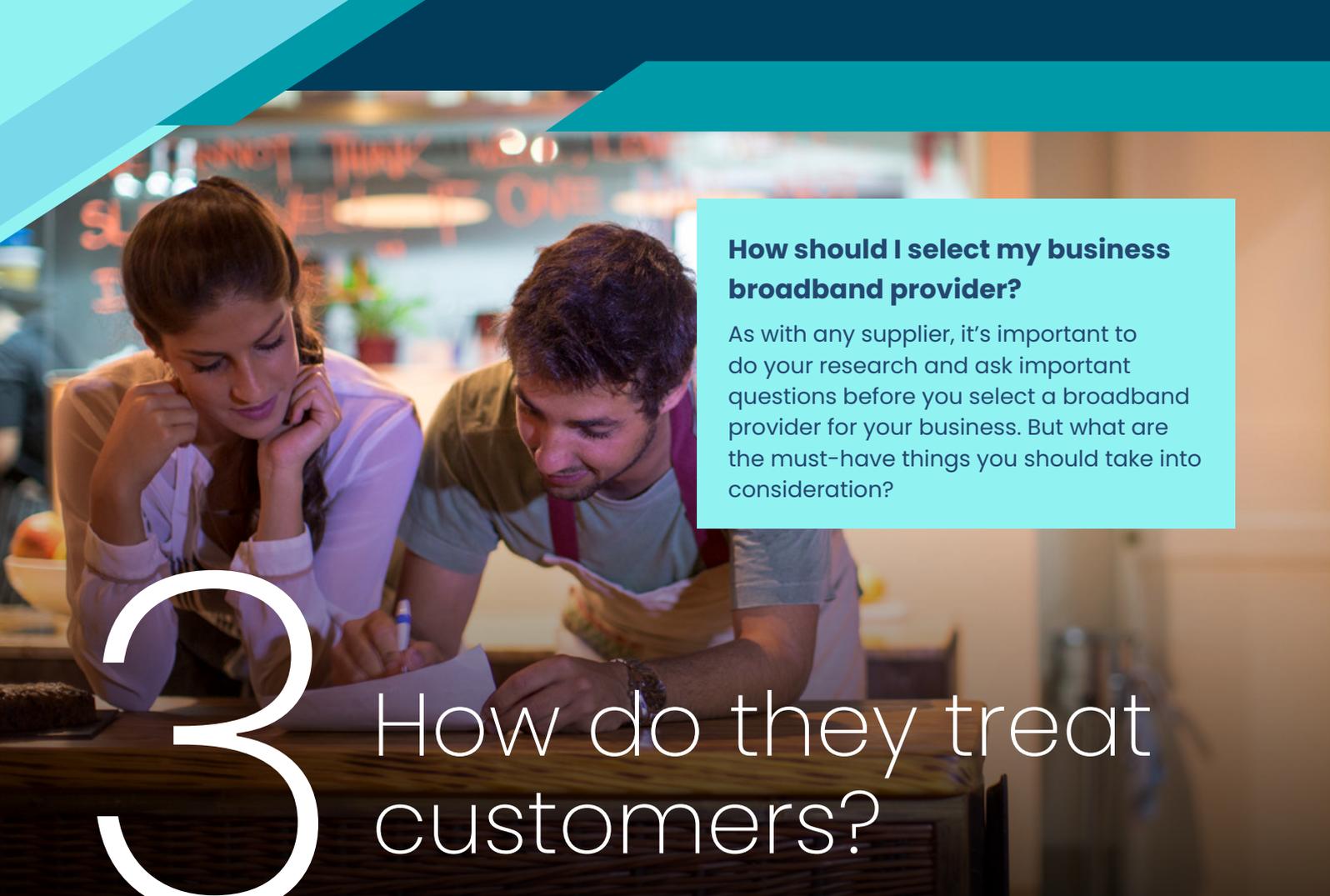
With call forwarding, you can direct calls to any number, whether they are inside or outside your business, landline or mobile. When someone rings, you can elect to have it connect to all your office phones, and ring until someone answers.

It's a brilliant way to reduce missed calls, whether you're in the office, salon, garage or workshop. Three-way calling lets you add a third person to your conversation with the press of a button – a quick and easy way to begin a conference call.

The features come thick and fast: call waiting tells you when a new caller is trying to get through, giving you the option to either put the original conversation on hold or call them back. The simultaneous ring feature, meanwhile, not only lets anyone pick up a call, but you can set phones to ring in a certain order, if you want to prioritise a group of answerers first.

Finally, VoiceEdge helps your business grow by allowing you to add new voice lines over your existing internet connection whenever you're ready to scale up. The new phones can be managed the same way as your existing network, or in a different way – the choice is yours.

VoIP phone systems are twenty-first century technology for businesses focused on the future. Just like smart TVs and streaming services replaced analogue services, now VoiceEdge can help you revolutionise your phone network.



### How should I select my business broadband provider?

As with any supplier, it's important to do your research and ask important questions before you select a broadband provider for your business. But what are the must-have things you should take into consideration?

# 3 How do they treat customers?

#### Is the switching process straightforward and what level of customer service can you expect? Do they offer a digital telephone service?

*Not all broadband providers offer useful services such as a flexible and feature-packed VoIP phone network. Check that yours is one of them.*

#### Does the broadband package come with cybersecurity?

*Malware, phishing emails and hackers all threaten your business, so it's good to get peace of mind.*

#### What happens if the service does go down?

*How fast will your broadband be back up and running if you experience downtime – and are fail-safes included so your business can keep operating in the meantime?*

#### What speeds can they offer?

*Compare services to find the fastest connections, the speedier the better.*

#### Does the provider provide a static IP address?

*These are handy for web-based businesses or if you need to access systems remotely.*



### **What is the maximum contention ratio?**

*How many businesses are using the same line?  
This could impact download speeds.*

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### **Is there a limit on how much I can download?**

*Some providers charge beyond a certain limit;  
check if you will likely surpass this barrier and, if so, how much it will cost.*

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### **Does it offer a dedicated customer support call centre?**

*Standard broadband packages often give you an online ticketing system, not a real person to talk to over the phone.*

### **Can I scale up my business broadband package if I need more phone lines?**

*How flexible is your package if your business grows?*

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### **Will my prices go up when I am in contract?**

*You shouldn't have to pay more than you originally agreed.*

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### **Are there any hidden fees?**

*Make sure billing is transparent and easy to follow.*

Call now to learn about Sky Connect's latest deals:

0333 759 4942

Learn more