

# Press Release



## **UPC Business sets new broadband standards for SME and SOHO workers**

**New UPC Business speed increase ensures FAST and BEST VALUE broadband available for over 300,000 Small and Medium Enterprises (SME's) in Ireland**

**Ireland** – UPC Business announced that it is introducing Business High Speed broadband speeds of 6Mb, 10Mb and 20Mb for all SME's across its national footprint from today.

An estimated 300,000 SME's will be offered competitive business high speed broadband and digital telephony with value added services in one bundle to all major cities and regional towns across Ireland.

UPC Business had SME's in mind when they released their new 20Mb business high speed broadband service in August, with two digital telephone lines and no line rental or fixed costs. SME's who want to focus on running their businesses rather than worrying about 'IT' issues, on UPC's hybrid fibre coaxial (HFC) network, can look forward to:

- Extending the boundaries of the office to anywhere there's Internet access;
- Removing barriers of up-front costs, help desk support and ongoing system maintenance which often prevent SMEs from experiencing the benefits of corporate-grade IT services;
- Providing full integration with UPC's Business network and around-the-clock support
- Issuing a static IP address to allow virtual private network connectivity, remote access and email hosting;
- Enabling a secure private network over UPC architecture with no reliance on third parties for networks delivery of service or products;
- The choice for number translation service and premium rate services such as a 15xx/18xx/0818 prefix, giving small to medium enterprises large business options and geographic anonymity.

Gary David Jordan, SME channel manager of UPC Business said, "Using our next generation cable infrastructure offers a compelling alternative to DSL/ADSL providers and delivers fast, dependable speeds. For the first time in Ireland's history, SME's are not forced to use an outdated infrastructure or resort to third party broadband services. Today's SME's deserve better and UPC Business has answered their call.

“UPC Business continues to work on critical networking solutions for SME’s. They will now be offered reliable high speed broadband and digital telephony uniquely tailored to suit their requirements at an affordable cost.

“Introducing these new speed increases further demonstrates our commitment to bringing simple, time-saving tools to small businesses and SOHO across the country. Alternative operators such as UPC Business that provide compelling products, services and applications, together with affordable pricing, as part of a bundled broadband and voice solution are well positioned to take the lead role in the marketplace.”

### **About UPC Broadband**

UPC Broadband (UPC) is the European division of Liberty Global, Inc., the world’s leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 10 million customers throughout 10 European countries. The company is driven by its vision that ‘this amazing but often complex digital world should be for everyone’. UPC’s 15,000 employees throughout Europe strive to make this happen by bringing simplicity and a real human touch to everything they do.