



Why fibre broadband?

Ecom's fibre optic broadband services are exactly that: fibre optic from end to end. You may think we are stating the obvious, but in fact the vast majority of so-called fibre services in the UK are actually delivered to your home or business using traditional copper lines designed to carry phone calls; the fibre optic part stops either at the exchange or at the 'green box' in the street.

It is well known that broadband speed drops depending on how far your property is from the last place where fibre cables carried the service or, more accurately, how long the last piece of copper cable leading to your property is. In built up areas this is typically a few hundred meters but in rural areas this can be several kilometres and the speed and reliability of the broadband service suffers significantly.

Fibre doesn't do this; the speed it operates at will stay the same regardless of the length of the cable. In practice it gets a bit more complicated when distances get up towards 100km but the theory is still the same and you would have to live in a very rural location to have a line that long!

So, if the length of copper cable is what limits the speed of broadband why not take the copper cable away altogether? **It seems so obvious, and that is exactly what we do!**

By bringing a fibre cable right up to your property and connecting it straight in to the back of your router not only can we deliver much higher speeds we can also guarantee that, wherever you live, there will be no drop off. Fibre is also much more reliable as it is not susceptible to electrical interference, changes in humidity, or other environmental factors.



Fibre broadband services

Like most broadband services we price our packages based on speed of the line.

Packages for home users (prices include VAT):

Package	Download Speed	Upload Speed	Price per month
Home 300	300mbps	50mbps	£36
Home 500	500mbps	100mbps	£66
Home 1000	1000mbps	200mbps	£96

Home users can add a static IP address for £5 per month

Packages for business users (all come with a static IP address, prices exclude VAT)

Package	Download Speed	Upload Speed	Price per month
Office 100	100mbps	50mbps	£50
Office 500	500mbps	250mbps	£120
Office 1000	1000mbps	500mbps	£200

Installation

Clearly, getting connected to our fibre is more complicated than just plugging in a router to an existing phone line. A fibre optic cable has to be connected from our nearest point (usually either just outside or just behind your property) to wherever you wish to place the router.

When you place an order the first step in the process will be for one of our installation engineers to visit you and make a plan with you as to the best way to go about this. Often this involves some digging on your property, perhaps in a flower bed or along the edge of a driveway, and the engineer will work with you to make sure you are comfortable with the work needing to be carried out.



If at any point you are not happy, or a solution cannot be found that meets your requirements, you can change your mind and cancel the installation.

Up front costs

Several factors affect the upfront cost of installing a new broadband service depending on the complexity of getting the fibre optic cable to your property. However it is important to know that the vast majority of properties in the areas we serve will qualify to have their installation and up front costs paid for by the Government under their 'Gigabit Broadband Voucher' scheme.

This scheme is intended to fund the expansion and take up of 'Gigabit capable' broadband across the UK. **In most cases this means that there will be no cost to you to get connected to our network** provided you commit to a minimum of 12 months service from us.

We are however obliged under the scheme rules to publish what our up front costs would be without the scheme in place, so here they are:

Activation fee: £500+VAT

Installation: Subject to survey

Whenever we take an order it is on the basis that it is only to progress if the entire up front cost can be covered under the voucher scheme. If this turns out to not be the case we will speak to you before carrying out any work. Rest assured that you will never receive a surprise bill.