

Your guide to switching connectivity providers

Why stick with substandard service?



All broadband providers are not the same

The idea that providers are all the same stems from the fact that broadband data from different providers often runs along the same physical infrastructure. And if everything moves along the same wires, how can one provider's service be any different from another's?



ISP networks are not the same either

So ISPs are not the same, and it's also true that, while many ISPs use Openreach infrastructure, there's a lot more to a good broadband network than that.

Some ISPs operate an 'on-net' network, which basically means they have their own equipment in Openreach exchanges. This gives them more control over both the price you pay and the service you receive.

While many ISPs are happy to rely on Openreach infrastructure alone, we partner with a provider that operates the largest independent network in the UK, and currently has its own next-generation equipment in over 450 BT exchanges.

In addition, their 'core' network – the bit that connects their services to the wider data network – is seriously advanced. They've invested heavily to make sure it is one of the most robust and reliable networks in the UK.

Switching is easier than you think

So no, ISPs are not all the same, and there are some very good reasons to switch to make sure you're getting the best service for your business needs.

**But isn't switching a real hassle?
Won't it mean losing your connection?**

Switching is far easier than you might think.

When you switch to us, for example, we take care of it all, including - in most cases - contacting your old supplier and arranging the switch.

We can ensure that you keep your old landline number, and we aim to time the whole thing so that you don't suffer any internet downtime.