



Ethernet Services (UK)

In-Depth Analytical Product Assessments

Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.

ANALYZE UK ETHERNET SERVICES BUYING CRITERIA

- Network Performance and Reach
- Features and Pricing
- Service Level Agreements

BENEFITS OF ANALYSIS

- Increase awareness and knowledge of competing products
- Stay informed of recent market developments and product enhancements
- Compete more effectively by understanding buying criteria
- Improve messaging by understanding how to attack and defend against competitive positioning
- Save time comparing your most important competitors' strengths and weaknesses

The UK Carrier Ethernet market is advanced and continues to move forward quickly as more and more end-users seek the benefits of carrier-class end-to-end Ethernet circuits. Customers are eager to reduce network complexity, lower data WAN expenditures, and be able to conveniently scale bandwidth. Typical applications might be financial customers looking for ultra low-latency point-to-point circuits, or education and government institutions looking for simple and cheaper Ethernet interfaces for a plug-and-play solution. However, the marketplace is both crowded and intensively competitive featuring large established players and innovative and flexible new entrants. Furthermore, standards are still being defined to solve the requirements for more long-haul resilient and flexible any-to-any platforms and multiple technology types are being used, including for example Ethernet-over-SDH, Ethernet frames encapsulated over IP/MPLS, and Ethernet wavelengths over DWDM, causing potential confusion among prospects.

Compare UK Ethernet Services offerings from:

- BT
- COLT
- Cable & Wireless
- Exponential-e
- ntl:telewest Business

In order to succeed, service providers need to keep track of the competing offers in the market including an understanding of the key performance metrics, pricing structures, service content any value-added features, such as online monitoring and support for IP multicast and/or mobile backhaul. Gaining this insight prepares the serious UK Ethernet service provider with the information needed for a stronger go-to-market message and for identifying potential points of differentiation and future service trends.

Current Analysis Analyst

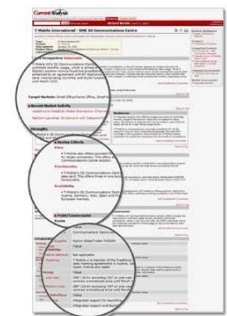


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The new **Current Analysis** UK Ethernet Services Product Assessments offer providers an important perspective and true view of this quickly evolving market. The Product Assessments offer detailed analysis of the key offerings in the space and **Current Analysis'** online platform allows users to create side-by-side comparisons of any of the offerings.

Anatomy of a **Current Analysis** Product Assessment

- View **in-depth product** evaluations, with analyst perspectives, recent company activity, and product strengths and weaknesses.
- Examine **detailed buying criteria** across several categories including price, functionality, availability, deployment, and more.
- Read **point/counterpoint** arguments to understand how to position against or defend.
- Study relevant product metrics and recent enhancements.



**EXAMINE DETAILED UK
ETHERNET SERVICES PRODUCT
METRICS**

Network

- Technologies
- Topology
- Primary Equipment Vendors
- Port Speeds
- Bandwidth Increments
- Fixed/Burstable Bandwidth Support
- Bandwidth-on-demand
- On-Net Coverage (UK-focus)
- Off-Net Coverage (UK-focus) based on interconnection
- Number of Ethernet NNI Partners
- Interconnection Certification Processes
- Local Access Options
- Ethernet MANs in the UK
- Number of Ethernet-enabled PoPs in the UK

**Service Content and
Value-added Features**

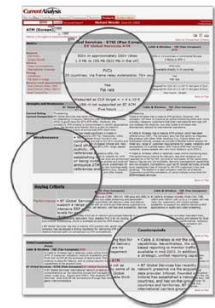
- Ethernet Portfolio
- Fully-managed/unmanaged
- MEF-certification 9 & 14
- Wholesale & Retail Strategy
- Supported Applications
- E-Line (Point-to-Point)
- EPL/EVPL (Dedicated/Shared)
- E-LAN (Multipoint-to-Multipoint)
- VLAN tagging
- SVLANs (Q-in-Q)
- VPLS
- DWDM Wavelength
- Pricing
- Online Monitoring Parameters
- Monitoring System
- Refresh Rate and Monthly Reporting
- Online Bandwidth Provisioning

SLA

- Proactive/Reactive
- Outage Compensation
- Metro Availability
- Long-haul Availability
- PoP-to-PoP/CPE-to-CPE
- Latency
- Packet Loss
- RTD
- Jitter
- MTTR
- Provisioning Lead Times
- CoS

Perform Insightful Product Comparisons

- Compare selected products, with **side-by-side listings** of product metrics and other factors, with a focus on actionable intelligence.
- View **analyst perspectives** on each product, including strengths, weaknesses, and buying criteria.
- **Point/counterpoint** arguments help you understand how to position or defend against competitive products.



Current Analysis provides a structured approach to better understanding and responding to your competition. By providing real-time business intelligence on competitor strengths, weaknesses, services, and trends, we enable Competitive Response™ - the process of formulating both strategic and tactical plans for responding to the competition's every move.

About Current Analysis

Current Analysis is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making Current Analysis the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

Current Analysis retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

Please visit us at <http://www.currentanalysis.com>

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