



# Direct Internet Access (DIA)



# Faster, smarter connectivity

Do you want to offer your customer better speeds, performance and reliability than they can get with broadband? Do you want an end-to-end internet service without needing to build or use your own platform? You need BT Wholesale DIA. It offers a dedicated and uncontended leased line internet service, with matching upload and download speeds of up to 10 Gbps.

With DIA, your customers will be connected directly to our BT network and internet platform. That means a fast, reliable service with low latency for data, voice, video and cloud applications. With our DIA service, you can provide direct internet access without needing to use or build your own network, freeing up capacity and offering a simple connectivity service.

## Move on up to DIA

We have a range of Leased Line service options available within our wider Wholesale Ethernet portfolio:

### Layer 2 Ethernet

We can provide a range of layer 2 Ethernet connectivity to extend your own network. We deliver dedicated and private Ethernet circuits in a range of speeds across different access solutions, including up to 100 Gbps access.

If you want to extend your network reach without having to invest in your own portfolios, our layer 2 Ethernet services offer fast and highly reliable connectivity. We can aggregate end customer sites

and traffic nationally to connect into your network.

### Direct Internet Access

Our DIA portfolio provides a layer 3 internet connection over the top of an Ethernet circuit, so you can use our network and internet backbone. A range of internet service options are available to meet your and your customers' needs.

### Flexible and diverse Ethernet delivery

Our portfolio enables you to build and manage your own networks as layer 2 point-to-point and hub-and-spoke Ethernet offerings, as well as incorporating our DIA layer 3 capabilities.

We make it easy to migrate between layer 2 and layer 3 services. You don't need to reinstall new circuits or suffer long provision times. As more services move to the internet, we can usually help you to migrate layer 2 connections. We also offer a wide range of resilient and diverse routing options, including separate routing of layer 2 and layer 3 connections.

# But why move to DIA?

## For you

With the forthcoming switch-off of PSTN and ISDN, we're moving towards an all-IP world, and a massive increase in bandwidth. With DIA, you can smooth your customers' move into the digital age.

DIA gives you the flexibility to deliver the end-to-end internet solutions your customers will need without having to build or use your own network.

## For your customers

With the ever-increasing growth in business internet use, DIA enables you to give your customers the fast, reliable and stable internet connectivity they'll need.

Our network features Direct Private Peering with many cloud service providers, allowing your customers to benefit from fast, low latency and reliable cloud app performance.

# Key features and benefits

Our service is available via dedicated Ethernet Fibre access, with available bearer speeds of 100 Mbps, 1 Gbps and 10 Gbps.

There are flexible and scalable bandwidth port speed options, and you can flex the speed up and down to meet changing requirements.

Symmetrical matching upload and download speeds with uncontended bandwidth.

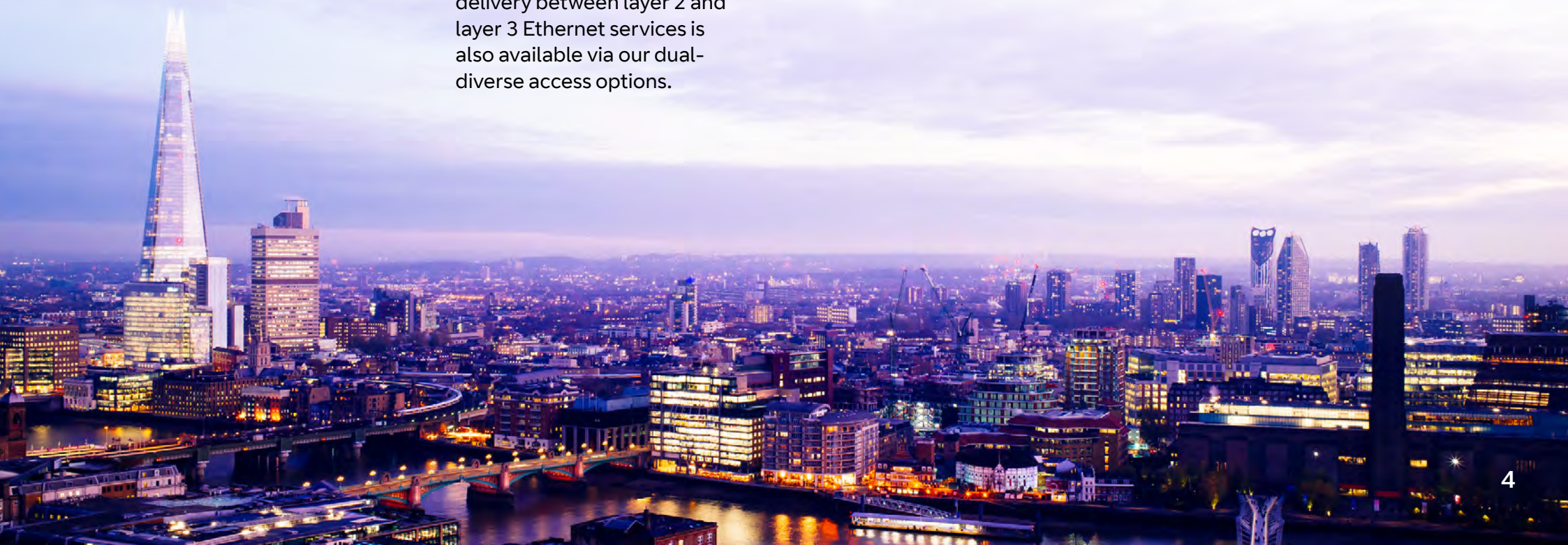
An SLA target of 99.977% availability (single circuit delivery) going up to 99.9996% for the most resilient and diverse services.

We provide 24/7 support, with a target fix time of five hours.

Resilience options including diverse routing and network level separation. Diverse delivery between layer 2 and layer 3 Ethernet services is also available via our dual-diverse access options.

A low latency network with a UK core network latency target of <10ms.

Pricing and ordering is easy, using our intuitive online portals and API interfaces.



# Peering solutions

We've got the peering infrastructure in place so you don't have to. High bandwidth traffic can be off-loaded from your network to our internet core, freeing up capacity - so there's no need for additional growth. Instead, you can just connect into our network whilst maintaining control over the internet access you give your customers.

## BT internet platform peering

- Our internet network capability includes our European backbone (AS5400), the UK (AS2856), and networks in Ireland, Italy, Spain, Latin America and the Global Infonet Internet Backbone (AS3300).
- We're a European Tier 1 provider, with connections to US and Global Tier 1 networks.
- Generally, 70% of the Internet is one 'hop' or less away from our network, and we can exchange traffic reliably with other networks.
- Our peering relationships and network are helping us to become the provider of choice for the European corporate market.

## Direct Private Peering: our pathway to the cloud

The use of cloud applications such as Office 365, Amazon Web Services (AWS) and Salesforce continues to grow. So it's important to have an internet service that can support your needs and offer an excellent performance. A big part of that

comes down to our internet backbone and our peering arrangements.

With our DIA services, access to many key cloud services doesn't need to go over the public internet but connects directly over dedicated and



private peering connections. This prevents congestion and packet loss across the connection whilst helping to minimise latency. Our direct peering relationships include Amazon, Limelight, Google, Akamai, Apple, Facebook, Microsoft and Century Link.

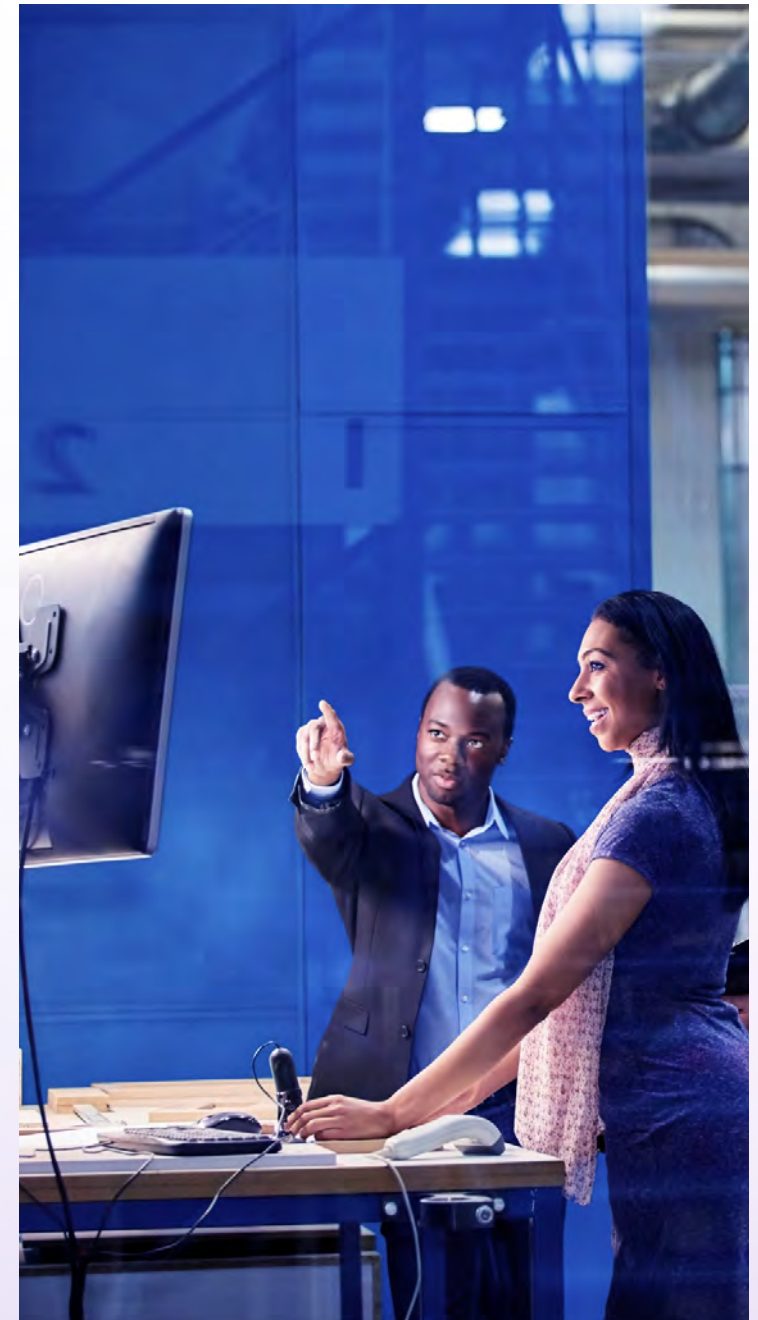
# Why BT Means Business?

## Size

- **Experience.** We serve more than a million SMEs and 1,400 communication providers.
- **Brand credibility.** BT is trusted by more businesses than any other UK network.
- **Scale.** We offer the largest range of Ethernet access technology solutions in the UK, giving our customers unrivalled choice.

## Capabilities

- **Expertise** - We proactively manage around 200,000 Ethernet access circuits. Our 1,700 wholesale experts are on hand to help whenever you need us.
- **Investment** - We're continually investing millions into our network. With the increase in customer bandwidth requirements, we grow our network capacity by some 50% each year, whilst constantly refreshing our technology and infrastructure.
- **Coverage** - We have over 1,900 access nodes (points of presence) to our 21CN Ethernet network across the UK, so you're never far away from an enabled exchange, ensuring competitive pricing and wide availability. More than 330 are enabled for high bandwidth 10 Gbps access circuits. Check out our [interactive coverage maps](#) for the latest information.
- **Reliability** - Double and triple resilience in our core network protects our platform and your services. Our Wholesale Ethernet platform offers a 99.999% availability, and services are backed by a 5-hour target fix time SLA. Over the last 12 months we achieved 99.9995% availability, and 96% of faults were cleared within our SLA time.
- **Industry-leading provision lead times** - 95% of Ethernet orders over the last 12 months within 34 working days, with half being delivered in just 22 working days.



# Further information

For more details, please speak to your account manager or visit [btwholesale.com/dia](https://btwholesale.com/dia)



#### Offices Worldwide

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