

**Blog Post - Full Fibre to help SMEs fulfil their digital potential**

As the UK’s small and medium-sized businesses (SMEs) adopt more hybrid and flexible ways of working in the wake of the COVID-19 pandemic, it is accelerating a move towards cloud-based services like Office 365 and Zoom, a move that also brings with it a greater demand for bandwidth.

For many businesses however, this currently means putting even greater pressure on their outdated and unreliable copper-based connection, because historically the only other choice available to them has been the leap to a much more costly leased line service that most SMEs are just not able or ready to commit to.

This unenviable choice between poor copper and expensive high-end services has cost businesses valuable time and money, with 38 hours a year on average being lost due to slow or dropped connections…a failure which is costing the UK a whopping £11 billion per annum (or the entire GDP of Mozambique)!

And the stakes couldn’t be higher, with SMEs making up 99.9% percent of businesses in the UK and accounting for three fifths of the employment and around half of turnover in the UK private sector, it is their success that is crucial to the country’s economic recovery and long-term success. (Federation of Small Businesses, 2021: <https://www.fsb.org.uk/uk-small-business-statistics.html>)

But all is not lost, for SMEs looking for a resilient solution that meets all their connectivity requirements today, but which also gives them the foundations to future-proof their business as they look to grow in the future, there is now the option of a Business FTTP service, powered by CityFibre.

The UK’s largest independent digital infrastructure platform is looking to bridge the gap between basic consumer grade connections and high-end services​.

So why is this service such a game-changer for SMEs:

* Incredibly affordable price point
* Gigabit capable, symmetrical speed
* Quick and easy installation
* Compared to copper-based services, Full Fibre is less likely to be disturbed once it’s in the ground and doesn’t suffer any variation from poorer weather elements
* Robust SLAs providing fast response and fix times
* Full Fibre service meaning it isn’t impacted by the [PSTN switch off in 2025](https://digitalwholesalesolutions.com/2019/10/the-bt-openreach-pstn-and-isdn-2025-switch-off/#item1)

If you’re an SME business looking for more information about CityFibre’s Business FTTP product or you simply want to get more help and advice on your connectivity options, please get in touch with us today.