

DELIVERING NEXT GENERATION SOLUTIONS FOR THE 21ST CENTURY

Creating a Digital Britain

Broadband has the power to inject life into every inch of the economy - boosting productivity across industries, creating jobs and enriching the lives of everyone in the UK.

The economic downturn is intensifying the competition for inward investment in the UK, with regions being judged against a range of existing and emerging criteria in a global beauty pageant to create local jobs. Super fast broadband and the credibility of Next Generation Access (NGA) strategies will grow in importance to become a significant factor in business decisions. A combination of public and private investment will be needed to position individual regions positively within the UK and on a world stage.

The successful formulation of projects such as FibreSpeed and MDDA gives Geo a unique understanding of the challenges and opportunities that exist in making your next generation vision a reality. Our disruptive 'open access' business model puts the full power of optical fibre in the customer's hands. It's a new kind of public-private partnership that delivers large, complex infrastructures in a way that provides a real return on investment.

Welcome to our world

We have already deployed some of the UK's most advanced optical fibre networks. Now we're helping regional development authorities plan and roll out major projects across the UK.

Geo creates a dedicated project capability set up to meet your specific requirements. From network strategy and design, build, launch, day-to-day operations and commercialisation - we take the strain off your organisation and provide a single point of accountability for delivering the business objectives and managing the data network supply chain.

Bespoke team

Geo uses a tried and tested agile resourcing model to bring the right skills and experience together to meet the changing demands of the project across the lifetime of the contract. There's no substitute for firsthand experience and we understand the challenges of attracting EU/UK investment and delivering a customised next generation solution that is state-aid compliant.

Cost savings

Outsourcing your digital infrastructure project to us means first-class implementation without having to expand your own organisation. We have the experience to anticipate issues and the flexibility to adapt to project changes, ensuring that delivery stays on time and on budget.

Quality assured

Our own people achieved operational certification to the ISO9001:2000 Quality Standard and we work only with best-in-class services and technology suppliers.

Full commercialisation

Geo understands what is required to launch a successful next generation network business including the branding, marketing, pricing and channel strategy needed to deliver new business growth and ROI.

If you'd like to learn more about how Geo can help you deliver your Next Generation Network then call us today on 0800 358 6798 or visit our website for further information www.geo-uk.net

The Dedicated Fibre Network Company



CASE STUDIES:

FibreSpeed

FibreSpeed is a world class communications network stretching from Holyhead to Manchester. Connecting business parks, industrial estates and other locations across six counties, this unique government-sponsored commercial network provides high-speed broadband services that transform the business landscape by stimulating economic growth and encouraging innovation, enterprise and inward investment.

The Challenge

The Welsh assembly saw how the cost of high quality communications services in North Wales, up to six times more expensive than London, was inhibiting economic growth and innovation.

The Solution

Wales needed its own robust infrastructure and selected Geo on the strength of its approach of designing, building, operating and commercialising the network. By promoting the network as a wholesale offering to service providers Geo showed a clear return on investment over time.

FibreSpeed Limited was born, a new subsidiary that could operate the 200-mile network

independently and manage its wholesale promotion. By its launch, multiple service providers had already signed up and begun to roll out new high-speed broadband and wireless services.

The Benefits

FibreSpeed enables public and private sectors to share high-capacity optical fibre infrastructure and its wholesale pricing structure allows service providers to be more competitive. These benefits cascade down to businesses and homes in the form of high-speed connections, better services – and lower bills.

A new, vibrant telecoms market has been created, where service providers can easily

extend the network to more rural areas via their own network infrastructure or wireless solutions. Our world-class infrastructure gives businesses the platform to innovate, grow or relocate to the region while improving the quality of life for everyone.

"Geo delivered the complete network, but it was their approach to commercialisation that really cemented the deal. The FibreSpeed model encourages new business and generates competition to deliver tangible economic benefits to Wales."

Chris Johnson, Head of FibreSpeed Projects,
Welsh Assembly Government

Manchester Digital Development Agency - FTTP NGA Network

Geo is delivering phase one of a fibre-to-the-premises (FTTP) network, connecting homes and businesses in the Oxford Road area of Manchester to 'digitise' the Corridor. MDDA is co-ordinating the project which has been funded by the North West Regional Development Agency.

The Challenge

Manchester has a rich history of creativity and innovation. To continue this tradition, the council identified a need for high speed communications to boost the city's capabilities and enable it to compete on an international level, whilst attracting and retaining business.

The Solution

Corridor Manchester and Manchester Digital Development Agency (MDDA) selected Geo to install the fibre optic cables that will deliver residents and businesses on the Corridor – the Oxford Road area of the city – a next generation access network. As well as providing high speed broadband, the open access network will revolutionise business productivity and opportunities.

The Benefits

The project is a stepping stone to help make Manchester an increasingly competitive international city and drive the regional economy. Residents and businesses on the Corridor will benefit from access to broadband speeds of around 100 Mbps+, and the additional services including internet access, TV and telephone offered by service providers on the open access network. There is also potential for services and applications to be developed through the promotion of competition on the open access network where innovation will drive a wider choice of services to the end user; business or residential.

"A wider pipe connecting the city's knowledge quarter with the rest of the world will only generate further wealth from the people, ideas and innovation that make the Corridor a unique place to do business."

Damien Bourke, policy & partnership manager
for NWDA