



FIBRE

TECHNOLOGIES LTD

A whitepaper in partnership with Sure

Fibre Technologies Ltd (FTL) was founded in 1990, as a specialist supplier of Fibre optic communication products and services and offers a 'partnership' approach with a responsive attitude to their customers' and their applications.

With combined strengths of technical expertise, wide product knowledge base and extra-ordinary customer support, FTL enables customers to enjoy the real benefits.

*The partnership approach is one of the primary reasons why FTL have been so successful, even in the toughest of business environments. FTL prides itself on the level of customer repeat business and have a company motto of **'Once a customer always a customer'***

Based in Crowthorne, Berkshire, the company is privately owned and headed up by managing director Ian Hunt.

Ian's vision for the company is to provide a personalised service to their customers, working with quality global partners across a range of markets, constantly looking at new products and technologies and to maintain Fibre Technologies strong position in the Fibre optic communications sector.





Sure is the Bailiwick's leading provider of mobile, landline, broadband and mobile data services based in St. Peter Port, Guernsey and has been a customer of FTL's for over 12 years



The need for Speed!

During their history and in different guises, Sure have provided their many customers with communication links on and off the Island of Guernsey from the very early days of voice & data communications and carrying on that tradition today they are offering the latest high speed IP/Ethernet services.

Constantly growing amounts of data storage, requirements for rich media, the Internet, smart phones and the speed of delivery are just some of the drivers behind the ever evolving technology that is deployed by Sure on a daily basis, so it is of no surprise that their customers are constantly asking for greater bandwidth and new solutions to enable those requirements

More recently Sure contacted FTL about a new 10Gb requirement they had and after several discussions set out on an extensive trials programme using proposed high speed Ethernet products provided by FTL

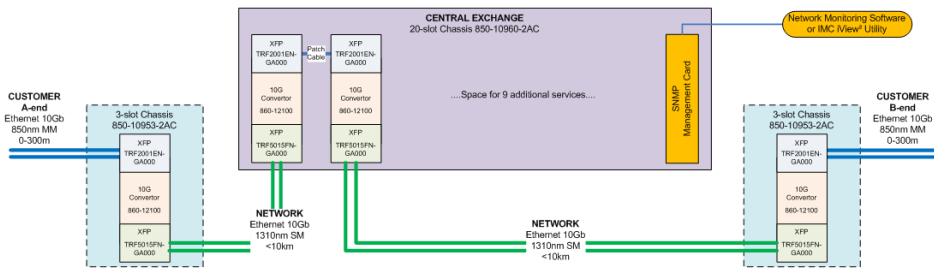
Following those extensive trials, Sure have now announced that their preferred solution for circuits on-island in Guernsey will be based on the IMC 10GbE equipment, provided by FTL.*

So their 'need for speed' has now progressed to 10 Gigabit Ethernet and long may the partnership continue!

** IMC Networks is a leading ISO 9001:2008 registered manufacturer of optical access and media conversion solutions for LAN, MAN and FTTx applications and is now part of B&B Electronics*

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The suggested deployment strategy of 10Gb services by Sure



Jan Collins the Corporate Solutions Product Manager for Sure said that their selection criteria was based on 4 things;

“The requirement for remote access and monitoring using SNMP is critical, so we can be proactive for our customers”

“The familiarity with IMC because of other IMC products in our portfolio makes complete sense”

“Because of the other IMC products, common parts are therefore involved, meaning cost effective sparing of parts is possible”

“Service, support and supplier lead times for the equipment is well matched by both Fibre Technologies and IMC. This is a critical piece as it allows us to place orders in a timely fashion for early delivery to our customers and to gain valuable support should it be required during the product lifecycle.”



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