Do You Know How an Internet Leased Line is Better than Broadband?

*With the evolution of new technologies, the costs of data plans have been falling and businesses have multiple options to choose the basis of Internet connectivity in their offices. Unlike the more common broadband service that is a shared Internet connection, leased lines operate on a private network that is dedicated to the organisation paying for it. This affords the benefits of higher data transfer speeds without any drop in QoS in peak usage times, unlike a broadband connection that can be affected by the activities of other users.*

Over the last few years, the availability and connectivity speeds of fibre broadband have increased while simultaneously its costs have reduced. This has led to a comparison between fibre-based broadband and fibre leased lines. Business owners wish to know which of these will be a better choice for online connectivity across their organisation and office branches.

While both broadband and Internet leased line (ILL) offer access to the Internet at fixed subscription costs, they have a few sharp variations in terms of the features they offer to an enterprise.

**What is the difference between ILL and Broadband?**

Fibre broadband offers high-speed connectivity between the business premises and the local exchange or service provider. It has a variable bandwidth and is asymmetric, which may imply faster speed for downloads than for uploads. Also, it is not a dedicated connection and is subject to sharing with other users.

A leased line is an alternative medium to connect to the Internet and is also taken on rent from the service provider. However, it is an exclusive connection with an agreed bandwidth and provides identical upload and download speeds. There is no contention with other consumers who also subscribe to the Internet from the same service provider.

The speed for a leased line can vary between a basic 2 Mbps to multiples of 10 Mbps. The connectivity for the Internet is delivered to an enterprise’s premises employing fibre optic cables.

**Benefits of Leased Line over Fibre Broadband for Business Users**
An increasing number of organisations are opting for the leased line because it delivers better performance at a lesser cost. Furthermore, leased lines come with a connection that may be tailored to derive unwavering bandwidth and more uptime. This is better than the vanilla broadband configuration that cannot prioritise the needs of different users.

A leased line is provided exclusively to the business that has subscribed to it and it is an ‘always-on’ connection with both data as well as voice-based solutions. The subscription amount is usually paid on a yearly basis. As this is a dedicated connection, it comes with a promised bandwidth supported by a Service Level Agreement (SLA).

When they subscribe to a leased line service, businesses have the guarantee of promised download and upload speeds at all times. This ensures better performance for their operations than a common broadband connectivity that compels them to contend for Internet speed and bandwidth with other consumers. Furthermore, they can alter the upload and download speeds as required to meet their particular business needs. And they pay purely for the actual bandwidth used by their organisation.

**What kind of businesses should opt for leased lines?**

The enterprises that need high-performance Internet speeds for business-critical apps and frequently use remote access software systems benefit significantly from a leased line.

These lines are also good for businesses that must simultaneously run multiple business applications to share files, access emails, transfer data and frequently collaborate with clients or remote employees. A leased line brings quick and reliable connectivity, making way for higher productivity and better client retention.

**What equipment and features are provided by the service provider with an Internet leased line?**

On subscribing to a leased line, a business gets a private Internet connection which is not used by any other user in the locality. The router provided along with this leased line is administered by the service provider and configured in a dedicated facility at the business premises.

Leased line companies offer an uptime guarantee of over 99%, which is supported by a comprehensive SLA. Full technical support is also offered for troubleshooting.

In addition, the main network and the performance parameters including jitter and latency are constantly under observance as part of the SLA to strengthen the reliability of leased line services.

These Internet lines come with the same speed for downloads and uploads. Businesses can also adjust the speed further as per their particular work needs and preferences.
As the bandwidth is not shared with any other user, there is an assurance for the requested bandwidth throughout the subscription period. The bandwidth can be adjusted as per the changing business needs through a bearer circuit that allows for more bandwidth without the need to change the line.

Unlimited data is another feature with the leased line service – there is no cap on the Internet usage for the subscribers. They can consume as much data as they want.

Leased lines are also backed by low latency guarantees, which is good for enterprises using VoIP setups and mission-critical business apps.

A permanent IP address is a distinct advantage of leased lines. The service provider can offer the client more than one permanent IP address making it possible for the company to run specific business apps, web servers, email servers and other software systems.

**Ready to choose between a conventional fibre broadband and a dedicated leased line?**

Here is a summarised view of the differences between the two:

<table>
<thead>
<tr>
<th>Parameters</th>
<th>Fibre Broadband</th>
<th>Fibre Leased Line</th>
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<tbody>
<tr>
<td><strong>Customer Connectivity</strong></td>
<td>Connection shared with other users</td>
<td>Dedicated connection between client premises and service provider</td>
</tr>
<tr>
<td><strong>Upload and Download</strong></td>
<td>Asymmetric – higher for downloads than for uploads</td>
<td>Symmetric – same for downloads and uploads</td>
</tr>
<tr>
<td><strong>Performance</strong></td>
<td>Average</td>
<td>Higher than broadband</td>
</tr>
<tr>
<td><strong>Speed</strong></td>
<td>Speed on ADSL up to 8 Mbps and ADSL+ up to 24 Mbps</td>
<td>Speed up to multiples of 10 Mbps</td>
</tr>
<tr>
<td><strong>QoS</strong></td>
<td>Average</td>
<td>Higher than that of broadband</td>
</tr>
<tr>
<td><strong>Video and Voice Traffic</strong></td>
<td>Not an ideal choice for traffic with such bandwidth</td>
<td>Smoothly working option for video and voice-based applications</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Cheaper than a leased line</td>
<td>Costlier than broadband</td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>Low, because the connection is shared by multiple users</td>
<td>High, because the connection is dedicated to a particular client</td>
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A business that employs more than 20 full-time users accessing bandwidth-intensive systems will benefit more from a leased line. It brings a more reliable and productive Internet connection than fibre broadband for daily operations.