



**RADIANT**  
TOTALLY CONNECTED™



**SURELINK™ BUSINESS ETHERNET**  
INTERNET ACCESS YOU CAN COUNT ON

## THERE'S CONNECTED. AND THERE'S SURELINKED.

For most businesses, your Internet link is your primary connection to the world. You communicate by email. You move documents, data, and other materials. You use it for research. You may even use it for your phone connection. And even if you don't, it's become more important than your phone lines. It's at the heart of how we do business today.

No one could have imagined how much information and data businesses now need to move over the Internet. In many ways, it's a very good thing: businesses are more nimble, more competitive, and more closely linked. As long as they can move this volume of data as quickly as they need to.

However, that's the problem that many mid-sized businesses face. While their needs have grown exponentially, their connectivity and bandwidth options have not. For many businesses, the only available choices have been "too slow", "too expensive" or "too unreliable."

## FAST, RELIABLE, AND AFFORDABLE. NOW YOU CAN HAVE ALL THREE.

Your business no longer has to choose between speed, reliability, and affordability. Radiant offers a new option that gives mid-sized businesses fast, reliable Internet access at a reasonable cost. We are the only company offering this type of service in Canada. And it's priced far less than competitive higher bandwidth services.

We call it SureLink™ Business Ethernet. Whether you're downloading information from the Internet or uploading files to clients, SureLink is equally fast. And perhaps more importantly, it's super-reliable. You can build your business around the dependability that SureLink offers.

The more your business requires fast and reliable Internet access, the more you need SureLink Business Ethernet. And it's now available in selected business districts across Canada.

## A UNIQUE SOLUTION, EXCLUSIVELY FROM RADIANT

Radiant has always sought solutions for the networking problems faced by smaller and mid-sized Canadian businesses. For several years now our customers have complained that they don't have the Internet access choices they really need—there's a big gap between the low cost of ADSL or cable and the reliability and speed of fibre.

- ADSL and cable are inexpensive but not really business-grade, especially as primary business Internet connections.
- T1, the traditional standby, is reliable but at costs of \$400-\$600 per month, it's very slow.
- Optical fibre is fast and reliable, but typically costs over \$1000 per month, and is often not readily available except in large downtown office towers.

To solve this problem, Radiant is now offering a standards-based technology called Ethernet-in-the-First-Mile or EFM. It's in use in Australia, Europe, and the US, and is a perfect solution for the small- to mid-sized business—but one not offered by Canadian telcos because of their focus on consumers and big business.

EFM strikes the right balance of affordability, speed, and reliability. Most smaller and mid-sized Canadian businesses will find it's their best choice for primary Internet access.

Radiant is investing millions of dollars to roll out this technology in major business districts across Canada—and continuing to solve the networking problems of companies like yours.

## SURELINK DELIVERS

### Redundancy—The Key to Reliability

All other types of Internet access depend on a single copper loop (pair of wires) or fibre-optic strand. If that loop or fibre is damaged or noisy, your Internet access is gone until the carrier can locate where the damage occurred and then repair it. This always takes hours and sometimes days.

SureLink is the only Internet access technology that uses multiple copper loops all the way to your business, and that seamlessly recovers if one or more loops have problems. Radiant always installs extra capacity to ensure that failure of a single loop won't affect your access.

SureLink continues to deliver—even with multiple failures.

### The Value of Symmetry

SureLink has symmetrical speeds—which means it's equally fast whether uploading or downloading Internet data.

If you're a professional business—such as legal, accounting, finance, media, medical, engineering, architecture—you're generating content, not just passively consuming it. Distributing that content, video conferencing, networked voice, running your own web server—all these activities require equally fast speeds in both directions.

ADSL and cable are asymmetric—lots of download speed, but very little up—designed for consumers, and workable as a low-cost solution for businesses such as retail stores with low traffic demands. T1 and fibre are symmetric, but poor value when you calculate speed vs cost.

SureLink delivers the symmetrical speeds you need and terrific speed for an affordable price.



## SureLink Speed is Better Speed

Internet speed discussions can get pretty geeky pretty fast, so we'll cut to the chase. If you're paying for a 10Mbps fibre circuit and actually measure its speed (you can test your connection at: <http://speedtest.radiant.net>), you'll find you're probably only getting something like 9Mbps of actual throughput.

SureLink uses the highly efficient 2BASE-TL protocol so when you test a SureLink circuit you'll find the throughput is almost exactly the rated speed. The 2BASE-TL protocol is unique to SureLink's EFM technology.

SureLink delivers all the speed you're actually paying for.

## Dedicated Bandwidth

If your Internet access is truly important, then you need to be sure that you're not stuck in traffic getting onto that information superhighway.

SureLink's connection into your office is completely dedicated—unlike cable, there's no shared local access. And SureLink doesn't come with unreliable "burstable" speeds like many lower-cost fibre options.

SureLink delivers all the bandwidth you're paying for, all the time.

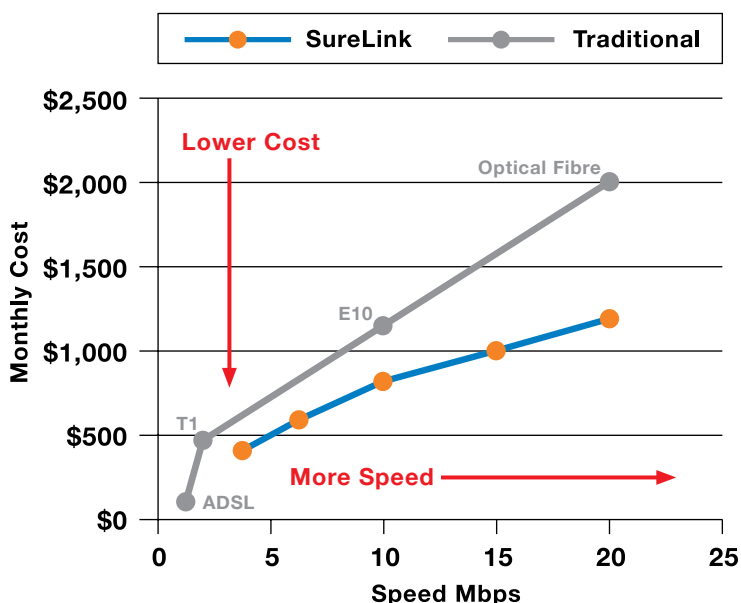
## Reliability Beyond Redundancy

**Carrier-grade equipment:** SureLink's network core is super-reliable, but what about the device at your business site? We install the same equipment at your site that is engineered to perform in cell towers, through all kinds of weather conditions, for years and years without interruption.

**Monitoring:** we monitor every SureLink connection, every minute of every day. If there's any hint of a problem we know about it right away and get on it before it becomes a problem for you.

**On-Site Support:** 24 hours a day, 7 days a week, workdays, weekends, or holidays—within 4 hours we'll have a technician on your site to repair our equipment or wiring, if it should ever fail.

## SPEED/PRICE COMPARISON



## Speed and Reliability—Guaranteed

Talk is cheap, so every SureLink circuit comes with strict Service Level Agreements covering both availability and speed. We guarantee that SureLink delivers on its promises or Radiant pays.

## RADIANT: CANADA'S BUSINESS COMMUNICATIONS EXPERT

It should be no surprise that Radiant is the first company to offer fast, reliable, affordable Internet access for smaller and mid-sized businesses across Canada. We specialize in helping companies like yours—it's all we do, so we lead the way in solving your specific networking problems. That's why over 4,000 businesses across the country trust us with their data management and Internet needs.

We also have the largest footprint of any carrier in Canada. This combination means we can bring our clients the technologies, service, and complete communications and IT solutions that they need but thought they couldn't afford.

## MAKE SURELINK YOUR LINK

The reliability and connectivity you need. At a price you can afford. That's what SureLink can provide to your business. And that promise is backed by a proven provider with a national reputation. When Radiant and SureLink become your Internet access solution you'll benefit from:

- Fast, reliable Internet access
- The best value for your money
- Advanced technology from a leading supplier
- 24/7/365 tech support
- A highly secure network
- Access to the largest footprint of any carrier in Canada

SureLink supplies a better way for business to connect.

### Coming to a Business District Near You

SureLink is currently in, or being introduced into business districts across Canada. Contact us to find out if it's available where your business is located.

Call **1 888 219 2111** or email us at

[sales@radiant.net](mailto:sales@radiant.net).



[www.radiant.net](http://www.radiant.net)

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