

## Zen sponsors UKNOF37 and talks about an ultrafast future

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Zen Internet is sponsoring the UK Network Operators' Forum (UKNOF) when it returns to Manchester on 20 April.

UKNOF37, taking place at Manchester Central Convention Centre, will allow internet industry professionals to share knowledge and spread best practice. In that spirit Zen lead technical architect Andy Furnell will speak to the forum about the ultrafast future of broadband, and how Zen built a network fit for that future in just six months.

Andy says: "We're delighted to be sponsoring this important industry event again, and at such a fundamental moment in the evolution of the internet. We see no slowdown in the adoption of increasingly complex, data hungry applications that rely on fast, robust connectivity."

The last year has seen 40% growth in peak average internet traffic. The networks upon which our lives and businesses increasingly rely have never been so important. Performance issues or drops in service can ruin an evening of catch-up TV – or take an axe to a company's profits.

"That's why we think ultrafast, ultra-reliable networks are the future, and it's why we built one – in just six months," says Andy.

Andy will use his forum speech to detail why Zen decided that a major network upgrade was necessary for both Zen's customers and partners, and how the company built a next-generation network – from scratch – in ultrafast time.

He'll talk about Zen's simultaneous on-net rollout, and how an ambitious programme of Local Loop Unbundling has given it the fifth largest network in the UK. He'll put it all together to explain why networks need to be fit to serve the growing data requirements of wholesale customers and their end users.

"This is a really exciting time for the industry, with ultrafast broadband offering many more opportunities for both businesses and consumers," he adds. "This is the next stage of the evolution of the internet and Zen has built a network that will keep us at the forefront of current technology. I'm delighted to be sharing our experience with an audience of industry peers."

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For further information, please contact Hugh Wilson, press officer, Zen Internet.

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Notes to editors

Zen Internet is a leading independent telecommunications and internet services provider. The £57 million

business employs 430 staff at its Rochdale headquarters.

Over the past 21 years Zen has established a reputation as a trusted provider of connectivity, communications and cloud services, which help channel partners achieve substantial long-term growth. Partners also benefit from Zen's independent, resilient and robust network.

The company has won numerous awards including the recent Comms National Award for Best ISP, the UK IT Industry Award for Services Company of the Year and PC Pro's Best Internet Service Provider. Zen is a Which? Recommended Provider for Broadband.