

Gateshead Technology Innovation

Bringing next generation technology to Baltic Business Quarter.

Communications services at Baltic Business Quarter are being provided in a revolutionary way that will bring quality, capacity and choice to all organisations located in the development.

Gateshead Council, in partnership with Alcatel-Lucent, who are one of the world's leading telecommunications companies, believes that Baltic Business Quarter occupiers should have access to the very best communications services. Together, they are committed to giving Baltic Business Quarter leading edge infrastructure, needed to deliver a high capacity, resilient open access network that is open to all on a fair and equal basis.

This high-capacity, high-speed optical network will support new and emerging telecoms services such as:

- video conferencing
- video on demand
- streaming media
- data storage & protection
- disaster recovery
- image processing

With built-in resilience – of a standard only available in very few locations in the UK and as good as the best in the world – it means that today's connected businesses can locate to Baltic Business Quarter, secure in the knowledge that their businesses will function non-stop, 24x7.

As an open access network, there will be competition between service providers and this is expected to have cost benefits for the occupiers.

Who are Alcatel-Lucent?

Alcatel-Lucent provide solutions that enable service providers, enterprise and governments worldwide to deliver voice, data and video communication services to end-users. The company is one of the largest research, technology and innovation organisations in the telecommunications industry, including the prestigious Bell Labs Innovations. Alcatel-Lucent achieved revenues of Euro 17.8 billion in 2007 and are incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: www.alcatel-lucent.com



What is a fibre optic network?

A fibre optic network transmits data using light down a fine strand of glass fibre rather than electricity down a copper cable. "So what?" you say. By switching to light, extremely high data rates are possible, far faster than traditional copper cables. Several signals can be sent down the same fibre by switching to different colours. In 2007, Alcatel-Lucent set a world record for transmission of 25.6 Terabits per second of optical data over a single fibre strand, or 25,600,000,000 bits per second. Put simply, this is enough bandwidth to transmit data from more than 600 feature-length DVDs every second, and is over 7,000 times faster than the average UK broadband speed. Imagine what that could do to your business performance!

Why is Baltic Business Quarter Open Access Network different?

This network is an open access network, which means that it is available to all and is not tied to any single service provider. This is a new concept in the UK but the model has been hugely successful in European markets, such as Sweden and the Netherlands.

Baltic Business Quarter occupiers will be able to contract with the communications service provider of their choice, secure in the knowledge that a world-class infrastructure is already in place and open to all.

Why do they need it?

Many businesses, large and small, now rely on effective and reliable telecommunications services to compete and operate efficiently. Information, Communications & Telecommunications (ICT) services enable many functions from online ordering, supply chain management, customer care and billing, as well as disaster recovery and business continuity planning. Connections between businesses located on Baltic

Business Quarter and those elsewhere in the UK and the world can be seamless. This is particularly important to companies thinking about relocation, as combined with Baltic Business Quarter's world-class communications network, the North East has many benefits to offer.

The high speeds possible, and the flexibility of the open access network mean that the location is very attractive to high-end businesses with stringent telecommunications demands. These may include businesses such as technology companies, media, software developers, major blue chip and retail organisations.

What does this mean to the region?

The availability of world-class ICT services now means that the region becomes an increasingly attractive place to locate. Businesses with comprehensive communications demands are typically large or hi-tech businesses that often bring with them well paid, professional and highly skilled jobs.

This has the potential to further improve the economic value of the region and improve the skills base and employment profile of the community. Gateshead is a great place for modern businesses, and a great place for talented people.

How can this help me to sell property?

Investment in a world-class ICT infrastructure at Baltic Business Quarter means that the location is more attractive to connected business, and because the infrastructure is built-in, there should be competitive telecommunications services available at a lower cost than other locations, and with a choice of suppliers.

The very high-end services possible on Baltic Business Quarter, enabled by the fibre optic network, translate into the location becoming attractive to

digitally rich businesses who would not otherwise be able to consider the location. This increases the addressable market in terms of the size, type and technological needs of businesses that can be prospected.

They will have services available on Baltic Business Quarter that are available in few places in the UK and are as good as any globally. The ICT facilities can be a differentiator and command a premium for such highly connected businesses.

Do all business locations not do this?

No. There is wholesale access available in some, but in most cases it is delivered only by the incumbent operator BT or the largest of telecommunications operators. The costs for wholesale access can also be steep and the costs associated with step changes in access data rates can be very high. Baltic Business Quarter network is openly available to all service providers on an equal basis and has been designed from its inception to reduce the costs of step changes in capacity, and to enable businesses to quickly take advantage of technical advances.

The foresight of Gateshead Council and the technology and service innovation from Alcatel-Lucent have provided something new and unique in Baltic Business Quarter.



Contact Information

For more information, please contact the following:

Gateshead Council:

Liz Reid
Economic Development Manager
0191 4332083

Gateshead Council:

Andrew Tate
Economic Development Manager
0191 4332084

Alcatel-Lucent:

Chris Becque
Open Access Networks Consultant
0870 241 7267

www.g-ti.net