

FREE RESOURCE — CONNECTIVITY COMPARISON

ISP Comparison & Selection Guide

The seven UK business internet options compared side by side — full-fibre FTTP, FTTC, leased line, EFM/SoGEA, cable, 4G/5G fixed wireless and satellite. A clear, finance-and-board-defensible breakdown of speed, SLA, cost, install lead time and resilience — with a use-case decision matrix to pick the right connection for your business today.

7

CONNECTION
TECHNOLOGIES

10

DECISION
CRITERIA

SLA

SERVICE-LEVEL
HEAD-TO-HEAD

UK

DECISION
MATRIX
FOR UK SMES

FULL-FIBRE FTTP

LEASED LINE

5G FWA

RESILIENCE

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00

Why ISP choice matters

Internet connectivity is the **single most exposed dependency** in a modern UK business. Cloud productivity, VoIP telephony, hosted line-of-business apps, payment processing, remote workers, surveillance, building access — all sit on top of the line that leaves the building. An undersized circuit costs you in slow video calls and complaint tickets; an overpriced leased line costs the board its appetite for the next IT project; a wrong-fit choice costs you a 12-month minimum-term contract you cannot exit cleanly.

This guide is the deciding line in plain English. We compare the **seven mainstream UK business connection types** on speed, SLA, install lead time, monthly cost, contention, resilience and recovery time. We walk through a use-case decision matrix, show how to think about a primary + failover pair, and finish with a side-by-side pros-and-cons table you can take to procurement. The answer for most UK SMEs is not the cheapest line — it is the right line, with a backup.

WHAT THIS GUIDE COVERS

Eight sections — **Categories & overview**, **Decision framework**, **Cost & SLA**, **Use-case profile**, **Speed & install detail**, **Procurement process**, **Pros & cons** and a **Quick-reference decision matrix** — followed by an FAQ. Read-only reference document — no fillable form fields.

COMMON MISCONCEPTION — “FIBRE” IS NOT ONE PRODUCT

Marketing copy lumps every fibre-flavoured product under one banner. **FTTC** (fibre-to-the-cabinet) still runs copper into the building — speeds are asymmetric and capped, and the same line can degrade over months as the cabinet fills. **FTTP / full-fibre** is true fibre to the wall — symmetric, no copper, no contention with the neighbours. **Leased line** is dedicated fibre with a contractual SLA. Three different products, three different price points, and one shared label. Read the install type, not the brochure.

The eight sections at a glance

- **01 Categories — overview & side-by-side.** What each connection type is, plus a ten-criterion comparison table.
- **02 Decision framework.** Five questions that point to FTTP, leased line, FWA or a hybrid.
- **03 Cost & SLA comparison.** Real 2026 UK pricing per technology, including install and ETC.
- **04 Use-case profile.** Eight business profiles and the connection each typically picks.
- **05 Speed, install & resilience detail.** Per-technology download / upload, SLA, MTTR and install lead.
- **06 Procurement process.** Step-by-step for ordering a full-fibre line vs a leased line.
- **07 Pros & cons summary.** Strengths and limitations of each, table form.
- **08 Decision matrix & FAQ.** Pick the right starting point for your situation, plus the questions buyers ask most.

01

The seven categories at a glance

The UK business-internet market falls into two anchor products — **FTTP full-fibre** and **leased line** — plus five supporting technologies that fit specific use cases. Read the anchors first; everything else is a variation.

FTTP (full-fibre, consumer-grade business)

A **true fibre line to the wall**, provisioned over Openreach, CityFibre or another altnet network. Symmetric speeds, shared back-haul, best-effort SLA. The standard SME workhorse circuit in 2026.

- Speed: **up to 1Gbit/s symmetric** on Gigafast / 1000 tiers; commonly sold at 100/100, 300/300, 500/500 and 1000/1000.
- Pricing: **£30–£120 / month** on business tariffs; install often free with a 24-month term.
- SLA: best-effort care level, typical MTTR **24–72 hours**; no contractual uptime guarantee.
- Contention: shared with neighbours on the same OLT; performance can dip at peak.
- Install lead time: **2–6 weeks** if the building is already fibre-passed; 12–26 weeks if civils are needed.

Leased line (dedicated, business-grade)

A **dedicated fibre circuit** with a contractual SLA — uptime, fix time, jitter and latency targets baked into the contract. The standard choice when downtime costs real money.

- Speed: **10Mbit/s to 10Gbit/s symmetric, uncontended**; bearer typically sized one tier above the port for headroom.
- Pricing: **£300–£1,500+ / month** on 3-year terms; install £0–£15,000+ depending on civils.
- SLA: **99.95% uptime**, MTTR **4–6 hours**, financial credits on miss; 24/7 incident desk.
- Contention: **1:1, uncontended** — you own the bandwidth from the building to the carrier core.
- Install lead time: **45–90 working days**; longer if a new fibre build is required.

KEY TAKEAWAY

FTTP is the **price-per-megabit champion** — right for offices where occasional best-effort outages are tolerable. Leased lines are the **SLA-per-pound champion** — right where every hour of downtime costs more than the monthly premium. The next page covers the other five technologies, and the side-by-side criteria table sits on page 3.

01

Side-by-side **criteria** table

The ten decision criteria that matter most when picking a connection — download, upload, contention, SLA, fix time, install lead, cost, term, scalability and resilience. Read both columns row by row; the differences become very concrete.

CRITERION	FTTP — FULL-FIBRE	LEASED LINE — DEDICATED
Download	100Mbit – 1Gbit/s symmetric	10Mbit – 10Gbit/s symmetric, uncontended
Upload	Same as download (symmetric)	Same as download (symmetric)
Contention	Shared with neighbours on OLT — typical 30:1	1:1 uncontended — bandwidth guaranteed
SLA / uptime	Best-effort — no contractual guarantee	99.95% uptime with financial credits on miss
Fix time (MTTR)	24–72 hours target; no compensation	4–6 hours contractual, 24/7 incident desk
Install lead time	2–6 weeks if fibre-passed; 12–26 weeks with civils	45–90 working days typical; longer with new build
Monthly cost	£30 – £120 on business tariffs	£300 – £1,500+ depending on speed and bearer
Install cost	Usually free with 24-month term	£0 – £15,000+ depending on civils & ECC
Minimum term	12–24 months typical	36 months typical; 12 / 60-month options available
Scaling up	Move to higher tier with same line (where supported)	Bearer upgrade in hours; port speed change software-only

READ BOTH COLUMNS TOGETHER

FTTP and leased line are **not in direct competition** — one optimises price per megabit, the other optimises certainty per hour. The hardest commercial mistake is treating them as an either/or. For any business where downtime translates directly to lost revenue or contract penalties, the answer is usually a **leased line primary plus a low-cost FTTP failover**, not one or the other. The next section walks through the decision questions that point to which side you should start on.

02

Decision framework — which connection do you need?

Five questions that point to the right starting product for your site. Answer them in order — the first “yes” is usually the one that decides the technology.

Q1 Does an hour of internet downtime cost you more than £500?

Yes → you need a **LEASED LINE** with a 99.95% SLA. The contractual fix time and uncontended bandwidth pay for themselves the first time you avoid a half-day outage. Pair with a **FTTP FAILOVER** for true business-continuity peace of mind.

Q2 Is full-fibre (FTTP) already available at your postcode?

Yes → default to **FTTP** for the bulk of office sites. Symmetric speed, fair pricing, install in weeks not months. Check Openreach *and* the local altnets (CityFibre, Hyperoptic, Community Fibre, Trooli) — altnet pricing is often **30–50% cheaper** for the same speed.

Q3 Is the site temporary, a pop-up, or in a hard-to-fibre rural location?

Yes → consider **4G/5G FWA** or **SATELLITE (STARLINK)**. Same-week activation, no ground-works, no minimum term in many cases. Use FWA for sub-200Mbit/s needs; Starlink for genuinely remote sites where neither fibre nor mobile coverage exists.

Q4 Is FTTP not yet available but you need symmetric speed today?

Yes → the right interim is usually **EFM / SOGEA** or a **LOW-BEARER LEASED LINE**. Avoid signing a 24-month FTTC contract here — the FTTP rollout will reach you mid-term and you'll be stuck paying for copper.

Q5 Do you need 99.99% uptime — cards, POS, surveillance always on?

Yes → design a **LEASED LINE + FTTP / FWA FAILOVER** with automatic SD-WAN cutover. The dual-carrier pattern — different physical paths, different ASNs — is the only architecture that hits four-nines without a private second site.

WATCH OUT — THE “UP TO” MARKETING SPEED

Brochures quote **peak download**; business workloads care about **upload** and **jitter**. A 900/110Mbit FTTC line tops out at 110Mbit/s up — not enough for cloud backup, video calls or hosted SIP at scale. Always check the upload figure and demand a real **99th-percentile latency** number before signing.

03

Cost & SLA comparison

Typical 2026 UK pricing for a single business site with a 50-user workload — including install, ETC (early termination charge) and the realistic Year-1 total. Multi-site or 1Gbit+ scope multiplies the leased-line column.

COST / SLA COMPONENT	FTTP — FULL-FIBRE	LEASED LINE — DEDICATED
Monthly rental	£30 – £120 / month	£300 – £1,500+ / month
Install charge	Usually free with 24-month term	£0 – £15,000+ depending on ECCs
Router / CPE	Included or £5 / month	Managed CPE included (Cisco / Juniper)
Minimum term	12–24 months	36 months typical; 12 / 60-month options exist
SLA — uptime	Best-effort — no guarantee	99.95% contractual
SLA — MTTR	24–72 hours target, no compensation	4–6 hours, financial credits on miss
Year-1 total (typical SME)	£500 – £1,400	£4,000 – £25,000

BUDGET REALITY CHECK

For a typical 50-user office, **FTTP at 500/500Mbit lands at £60–£90 / month all-in** on a 24-month business tariff. A **100Mbit leased line on a 3-year term lands at £300–£500 / month**, often with free install where the building is on-net. The leased-line premium pays for the contractual SLA and the dedicated bandwidth — not faster peak speed. For sites where outage cost is low and FTTP is available, FTTP is the right answer.

DON'T CHOOSE BASED ON MONTHLY PRICE ALONE

Three hidden costs catch most buyers off-guard. **(1) ECCs** — excess construction charges on a leased-line install can turn a free-quote into a £12,000 invoice if the building is off-net. Always demand a desktop survey before signing. **(2) ETCs** — early termination charges on a 36-month leased line can be the remaining monthly rental in full. **(3) ECC on home / temp sites** — if a director's home-office leased line is in your name, the company owns the install charge if they move.

04

Use-case profile — which technology fits

Different business profiles call for different connection patterns. Eight UK SME profiles below; the “FTTP” column reflects whether full-fibre alone is sufficient, the “Leased” column whether a dedicated line is warranted.

BUSINESS PROFILE	FTTP (FULL-FIBRE)	LEASED LINE	NOTES
Small professional office (5–20 users)	RECOMMENDED	OPTIONAL	FTTP at 300/300 or 500/500 handles cloud productivity, Teams calls and SaaS line-of-business. Leased line only if downtime cost is high.
Mid-market office (50–150 users)	AS FAILOVER	RECOMMENDED PRIMARY	Leased line for SLA + bandwidth headroom; FTTP failover for resilience. Hosted telephony or contact-centre seats push the answer firmly to leased line.
Retail / hospitality site	PRIMARY ACCEPTABLE	OPTIONAL	EPOS, payments and CCTV need reliability, not raw speed. FTTP plus a 4G/5G FWA failover is the standard pattern.
E-commerce / online-first business	AS FAILOVER	REQUIRED	Order processing, payment gateways, fulfilment APIs — leased-line SLA mandatory. Dual carriers from different ASNs for four-nines uptime.

SME BASELINES

The four profiles above cover the bulk of UK SME demand. **FTTP is the floor**; a leased line is the ambition where downtime carries a direct revenue cost. The next page covers four more profiles — manufacturing, healthcare, professional services and remote / temporary sites — where the picture is more nuanced.

04

Use-case profile **continued**

The remaining four profiles — manufacturing, healthcare, hosted-telephony heavy and remote / temporary sites — where the picture varies more by individual workload than by sector label.

BUSINESS PROFILE	FTTP (FULL-FIBRE)	LEASED LINE	NOTES
Manufacturing / warehouse	AS FAILOVER	REQUIRED	ERP, WMS and MES depend on the carrier link. Lost packets translate directly to mis-picks and shipment errors — SLA matters more than peak speed.
Healthcare / clinic	RECOMMENDED	FOR PMS / EHR	Patient management and electronic health records demand reliability. NHS providers may need HSCN-connected circuits; verify with the local CSU.
Heavy hosted-telephony / contact-centre	INSUFFICIENT ALONE	REQUIRED	Carrier-grade SIP needs jitter < 5 ms and packet loss < 0.1%. Best-effort FTTP cannot guarantee either; leased line + QoS is the only safe pattern.
Remote / temporary site (pop-up, festival, construction)	NOT AVAILABLE	LEAD TIME TOO LONG	Use 4G/5G FWA for a same-week install with no minimum term; Starlink where no mobile coverage exists. Bond two SIMs for added resilience.

USE THIS AS A STARTING POINT, NOT THE FINAL WORD

Within every profile, individual workloads set the bar. **Read the application-level latency & uptime requirement** in any new system you deploy before committing to a circuit — the answer is sometimes in the vendor specifications, and a single CRM or VoIP rollout can move you from “optional” to “required” on the leased-line column overnight.

05

Speed, install & resilience detail

Per-technology specifics — **download / upload, SLA, MTTR and install lead time**. Short-list two or three technologies for any new site from this table, then check availability per address.

Technology specification — UK business products, 2026

CONNECTION TYPE	SPEED / SLA / MTTR / INSTALL	WHERE IT FITS
FTTP (full-fibre)	100/100 - 1000/1000 Mbit symmetric SLA: best-effort • MTTR 24-72h • Install 2-6 wk	Default office workhorse. Excellent value where best-effort uptime is acceptable.
Leased line / EAD	10/10 - 10000/10000 Mbit symmetric SLA 99.95% • MTTR 4-6h • Install 45-90 days	Where downtime carries direct revenue cost. Dedicated bandwidth, financial credits, dual carriers possible.
FTTC (fibre-to-cabinet)	40/10 - 80/20 Mbit asymmetric SLA: best-effort • MTTR 24-48h • Install 1-2 wk	Sunset product. Use only where FTTP is > 12 months away and asymmetric speeds are acceptable.
EFM / SoGEA / G.fast	20/20 - 350/50 Mbit/s SLA: enhanced care • MTTR 12-24h • Install 2-4 wk	Interim copper-bonded product. A bridge while waiting for FTTP or a low-cost leased-line alternative.
4G / 5G fixed wireless (FWA)	50/20 - 500/100 Mbit/s SLA: best-effort • MTTR 24h • Install 1-3 days	Temporary sites, pop-ups, FTTP-failover, rural without fibre. Bond two SIMs for resilience.
Satellite (Starlink Business)	40/8 - 220/25 Mbit/s SLA: best-effort • MTTR self-service • Install 1-2 days	Remote sites — rural farms, marine, off-grid. Latency 25-60 ms; not ideal for trading workloads.

HOW TO READ THIS TABLE

Every product line is a **speed band, an SLA promise and a fix-time commitment**. A 500/500Mbit FTTP and a 100/100Mbit leased line are not the same product even though the headline number favours FTTP — the leased line guarantees the 100Mbit at all times and pays you for outages.

05

Resilience patterns — primary + failover

A single circuit is a single point of failure, no matter how good the SLA. The two patterns below are the standard ways to build dual-carrier resilience for an SME without a private second site or BGP-grade routing.

Pattern A — Leased line + FTTP failover

- Primary: **leased line** for SLA, uncontended bandwidth, hosted-voice quality
- Failover: **FTTP** on a different physical entry to the building, ideally a different ISP
- **SD-WAN appliance** (Meraki, Fortinet, Cisco) auto-cuts traffic on link loss within seconds
- Cost: leased line + £30–£120 / month FTTP; total £330–£1,600 / month
- Best for: office HQs, e-commerce sites, professional services where downtime kills billing
- Architectural sweet spot for **most UK SMEs** with 50–200 users

Pattern B — FTTP + 4G/5G FWA failover

- Primary: **FTTP** at 300/300 or 500/500Mbit/s on a 24-month business tariff
- Failover: **4G/5G FWA** on a different carrier (EE vs Vodafone vs Three)
- **SD-WAN appliance** with a 4G/5G WAN module cuts over within seconds
- Cost: FTTP + £30–£60 / month FWA; total £60–£180 / month
- Best for: smaller offices, retail, hospitality, branch sites without high-revenue exposure
- The **price-led resilience pattern**: 80% of leased-line uptime at 20% of the cost

THE SMART PATH

For most UK SMEs the recommended approach is staged: **(1)** install **FTTP** as the primary circuit to get symmetric speed at a sensible price; **(2)** add a **4G/5G FWA** or **LEASED-LINE** failover on a different carrier; **(3)** tie both into an **SD-WAN appliance** so cutover is automatic, not manual. Where downtime tolerance is single-digit minutes, upgrade Pattern B into Pattern A by promoting the leased line to primary.

06

Procurement process — quote to live

What each procurement actually involves, in order. FTTP is a short, productised order managed online by IT. Leased line is a multi-stage carrier project that touches site survey, civils and physical install.

FTTP order process

- 01 Check availability via Openreach DSL Checker + altnet postcode lookups
- 02 Compare 3–4 ISPs on price, contract length and care level
- 03 Place order — usually online, 5–10 minutes
- 04 Openreach / altnet engineer survey if not already passed
- 05 External fibre to building (if needed)
- 06 Internal install — ONT mounted, router supplied
- 07 Service activation — same-day, IP allocated
- 08 Smoke-test speed, plumb into LAN, decommission old line

Timeline: 2–6 weeks (fibre-passed building) ·

People: in-house IT + Openreach engineer

Leased-line procurement process

- 01 Define requirement — bearer, port speed, term, dual-feed?
- 02 Request quotes from 3–5 carriers (BT, Virgin, Colt, Vorboss, Lumen, Zen)
- 03 Desktop survey to confirm civil costs and ECCs
- 04 Order placed, carrier opens delivery ticket
- 05 External fibre build (if needed) — the long pole in the install
- 06 Internal cable run + presentation rack mounted
- 07 NTE / handoff device installed & tested
- 08 Managed CPE configured — Cisco / Juniper / Fortinet
- 09 Provider commissioning & BGP / static-route handover
- 10 UAT — throughput, latency, packet loss, failover test
- 11 Go-live — SLA clock starts, old line ceased

Timeline: 45–90 working days · **People:** in-house IT, carrier delivery PM, civils contractor

WHERE THE TIME REALLY GOES

FTTP timeline is dominated by **Openreach survey and any external fibre run** from the cabinet to the building. If the postcode shows “available”, install is usually 2–3 weeks; if a new fibre needs to be pulled in, expect 8–16 weeks.

Leased-line timeline is dominated by **civils & wayleaves**, not the carrier. Most delays come from landlord wayleave consent, council street-works permits, or the need to dig from the nearest manhole to your building. Push the carrier’s delivery PM for a milestone plan in writing — the targets in the contract are minimum standards, not predictions.

07

Pros & cons summary

Where each connection earns its keep — and where it falls short. Limitations often matter as much as strengths.

FTTP / FULL-FIBRE

Strengths & limitations

STRENGTHS	LIMITATIONS
+ Fast to install — weeks, not months	- Best-effort SLA — no fix-time commitment in writing
+ Excellent price per megabit (£30–£120 / month)	- Contended back-haul — peak-time slowdowns possible
+ Symmetric speed up to 1Gbit/s	- Not available everywhere yet — depends on rollout
+ Short 12–24 month terms, easy to scale up	- Less attractive for sites with critical telephony or trading
+ Reliable when it works — fibre to the wall, no copper	- Single point of failure unless paired with a failover

LEASED LINE

Strengths & limitations

STRENGTHS	LIMITATIONS
+ 99.95% uptime SLA with financial credits on miss	- Expensive — £4,000–£25,000+ in Year 1
+ Uncontended bandwidth — same speed at 3am or 3pm	- Long install — 45–90 working days typical
+ 4–6 hour MTTR with 24/7 incident desk	- 36-month term standard; ETC can be substantial
+ Bearer headroom — software-only upgrade to higher speed	- ECCs (excess civils) can push install cost into five figures
+ Carrier-grade jitter / latency — fits SIP and trading	- Overspec for many small offices — FTTP often fits

OUR RECOMMENDATION FOR MOST UK SMES

Start with FTTP if available. Symmetric speed at a sensible price, right for the majority of SME offices. Pair with a **4G/5G failover** if downtime tolerance is single-digit hours. **Upgrade to a leased line** only when SLA, contention or contractual fix-time become hard requirements — typically at 100+ users, hosted telephony, or direct online payments.

08

Quick-reference decision matrix

Eight common UK SME profiles and the connection that fits. Match the line that describes your site and pick the column on the right.

YOUR SITUATION	RECOMMENDATION	RATIONALE
Small office (5–20 staff), FTTP available, cloud SaaS only	FTTP 500/500	Symmetric speed, fair price, no SLA premium for low downtime cost.
Mid-market HQ (50–200 staff) with hosted telephony	LEASED LINE 100MBIT	Contractual SLA, jitter / latency guarantees needed for carrier-grade SIP.
E-commerce site — 24/7 orders, payment APIs	LEASED + FTTP FAILOVER	Four-nines uptime via dual carriers. Every hour of outage is direct revenue.
Retail / hospitality multi-site rollout	FTTP + 4G FWA FAILOVER	Price-led resilience pattern; SD-WAN auto-cutover keeps EPOS and payments live.
Pop-up / event / temporary site	4G / 5G FWA	Same-week install, no minimum term, portable hardware.
Rural office, no FTTP or mobile coverage	STARLINK BUSINESS	40–220 Mbit download, DIY install in days, no fibre dependency.
Contact centre / trading floor / production-grade SIP	DUAL LEASED LINES	Two carriers, two physical entries, two ASNs. The only architecture that meets sub-minute MTTR.
FTTP coming in 12 months, need speed now	SOGEA SHORT-TERM	Avoid 24-month FTTC; take a SoGEA bridge or short leased line and switch at availability.

THE PAIRING MATTERS

Where the matrix says “+ failover” the resilience comes from the **pair**, not either line alone. Buy the two circuits from **different carriers, presented on different physical entries to the building**, with **different ASNs** on the carrier side. Anything less and a single carrier-core fault takes both lines down at once — you have paid twice for a single point of failure.

09

Frequently asked questions

The questions buyers and finance directors ask most often when scoping a connectivity refresh. Short answers; the rest of the guide has the long ones.

Is “business broadband” the same as “leased line”?

No. Business broadband (FTTP / FTTC) is a productised consumer-grade line with a business support wrapper. A leased line is a **dedicated, uncontended fibre circuit** with a contractual SLA. The leased line costs 5–10× more and is the right choice only when the SLA is worth that premium.

Can I switch ISPs without changing the physical line?

Yes — for Openreach-fibre products. Any ISP that buys Openreach wholesale can re-provision the same fibre under their brand — the changeover is software-only and downtime is typically minutes. For altnet fibre (CityFibre, Hyperoptic, Community Fibre) you are tied to the carrier and changes mean a new install.

Do I need an SD-WAN appliance to do failover?

For more than a single circuit, **yes — in almost all cases.** SD-WAN appliances (Meraki MX, Fortinet, Cisco vEdge, Cradlepoint) cut traffic over within seconds without a user noticing. Manual failover requires someone to log into a router and change a default route — usually 15–60 minutes of downtime, often outside business hours when no-one is watching.

How long do circuits typically last?

FTTP contracts run on **12–24 month** terms; leased lines on **36 months** as standard (12 / 60-month options exist). The physical fibre itself outlives any contract — you are buying the service wrapper, not the glass in the ground.

What happens if the install hits unexpected civils?

Excess Construction Charges (**ECCs**) are payable by the customer. Always insist on a **desktop survey** before signing — the carrier dimensions civils at that stage and the ECC quote crystallises into a fixed price. If the ECC is unaffordable, you can cancel without ETC.

Is Starlink production-ready for business?

Starlink Business is **genuinely good for rural and edge sites** where no fibre or mobile coverage exists. It is not a substitute for a leased line where SLA, latency or jitter matter — payment processing, hosted SIP and trading workloads should run on a wired carrier circuit, not satellite.

Not sure which connection to pick?

Cloudswitched runs comparative ISP surveys for UK SMEs — Openreach + altnet availability, like-for-like quotes from 3–5 carriers, ECC desktop survey, and SD-WAN failover design so you never end up paying twice for a single point of failure.

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