

Offer your residential and small-business customers the power of high-speed Internet access – plus the reliability of Canada’s leading Internet Access Service provider.

**High-speed Internet:
Right now, the right way.**

High-speed Internet service is a necessity of life for serious surfers and a vital communications and logistical channel for small businesses.

Internet Service Providers know that their customers need to make the best choice out of the many technologies to get the most from the Internet.

Bell Wholesale DSL – GAS is a complete solution that quickly, easily and reliably brings high-speed Internet access to your customers.

With Bell Wholesale DSL – GAS you can offer your residential customers a viable and leading High Speed DSL access service and your small-business customers a scalable and key building block for their Internet connectivity or network infrastructure. Combined with LAN and ATM connectivity, Bell high-speed service completes an effective end-to-end business Internet solution.

Gateway Access Service is a logical upgrade for your customers – and for ISP your business.

Bell Wholesale DSL – GAS adds value to your offerings while you capitalize on the explosive growth in demand for broadband Internet services, enhancing your revenues and profitability. It helps you:

- **Strengthen** your customer relationships
- **Expand** your service offerings
- **Gain** competitive advantages

Expand product lines, reduce costs and target specific growth markets.

Generate new revenue from your existing customer base. Expand and strengthen your product portfolio, and minimize the loss of dial-up customers to competitors offering cable high-speed or other competing services.

Reduce operating costs and complexity by outsourcing this non-differentiating part of your

service, and combining your customers’ POP and high-speed access connectivity into a single affordable network solution.

Bell’s unmatched Internet expertise and product capabilities – including remote LAN connectivity – are part of the package when you offer your commercial customers Bell’s widely deployed and proven ADSL network services.

Select individual areas or all of Ontario and/or Quebec – you can achieve your desired availability and scale in order to meet business and marketing objectives.

And, because it all works with existing Bell local telephone lines, you’re ready to go when your customers are.

Benefits for you and your customers.

Speed: Up to 3.0 to 4.0 Mbps downstream and 800 Kbps upstream (Asymmetrical).

- Your benefit – Capitalize on growing customer demand for faster speeds and more bandwidth.
- End-user benefit – Faster access to the Internet’s growing library of multimedia content. Significantly reduced waiting time.

Flexibility: Shared ISP Infrastructure.

- Your benefit – Optimize your dial-POP and high-speed access connectivity using a single easy network solution.
- End-user benefit – Consistent performance using either dial-up or high-speed service.

Convenience and savings: High-speed service frees up a phone line, needs no dialling, is always on and is easy to use.

- Your benefit – Strong sales proposition for customers who currently pay for a dedicated Internet phone line.
- End-user benefit – Saves money because a second phone line is not required for heavy usage. Instant connection saves time.

Bell Wholesale DSL Gateway Access Service (GAS)



Bell Wholesale DSL – a superior solution.

More reliable than cable: DSL's reputation includes perceived higher stability and reliability over cable.

- Your benefit – Consistent performance coupled with minimal service degradation improves your customers' experience – and their perception of your services.
- End-user benefit – A reliable high-speed DSL connection affords users a higher level of comfort and security.

Broad Availability: DSL is available to 77% of Bell's subscribers.

- Your benefit – Large Footprint allows ISPs to penetrate large geographic areas while achieving marketing, sales and operating cost-efficiencies. Download availability database to quickly verify service footprint and translate into sales intelligence and strategies. Offer an ISP-branded qualification tool via downloadable extract files.
- End-user benefit – Widely available, with quick verification of availability, and typically able to accommodate multiple customer locations and continue service when a customer moves.

Efficient Ordering Procedure: Online ordering (and customer service) is done through the DSL Portal.

- Your benefit – Efficient, cost-effective online new-order entry and order status checking.
- End-user benefit – Efficient order processing means your customers are well served, increasing end-user satisfaction.

Just ask Bell's high-speed subscribers.

- Bell's high-speed service has more than one million subscribers, representing 61 percent of the DSL market.
- 80 percent of Canada's Internet traffic is on our network.
- We manage 25 million client connections.
- We manage over 2,000 security devices.
- We operate the most advanced Broadband/IP infrastructure in the world, with unmatched network reach.

Bell total solutions include taking responsibility.

Bell's complete technical and support expertise delivers full accountability, with your Bell account team as the convenient single point of contact for all your Internet needs.

Bell offers the absolute assurance of network and service reliability. This is only possible when those systems and services are created, engineered and maintained by the most experienced, qualified technical experts available in the industry: Bell experts.

Bell – Keeping your customers connected

With 125 years of industry leadership in research, technology and customer service, Bell has the reliability, quality and credibility to offer you this innovative Internet solution as part of our **Bell Total Internet Solutions portfolio**.

For more information about Bell Wholesale DSL – Gateway Access Service or any Bell Advanced Internet Solution, contact your Bell Sales Representative
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