



# Invest Derry~Londonderry: International Telecommunications

## DIRECT INTERNATIONAL CONNECTIVITY

Derry-Londonderry's telecommunications capability has been revolutionised. With a world class telecommunications infrastructure, the city is digitally connected for business and located in a privileged geographical position at the heart of the international telecommunications network between the US and Europe.

A new €30M infrastructure investment has enabled the first high capacity international communications submarine link into Northern Ireland. This link connects directly to the International Exchange in Derry offering an unprecedented competitive advantage for technology and knowledge based investors based in, or considering locating to the area.

## WHAT ARE THE ADVANTAGES FOR BUSINESS?

Data hungry companies from sectors including Financial Services, Software and Digital Media will find the same quality telecommunications services that are offered in major cities including London, Amsterdam and New York. The advantages for global corporations and SMEs will include:

Advantages	Benchmark
Improved <b>speed</b> (latency) and <b>capacity</b> of international telecommunications to North America and Mainland Europe	<b>Speed</b> - 66 millisecond connection to Manhattan, NY, fastest US connection from Western Europe  <b>Capacity</b> – Wholesale 40 GB/S point to point bandwidth
<b>Lower cost</b> telecommunications comparable to Dublin, Glasgow, Manchester and Amsterdam	Prices can be up to <b>20% below</b> the median price
<b>Increased security</b> of supply through the diversity of the telecomms infrastructure in the NW	World class availability of 99.999% or around 5 minutes total downtime per year  3 diverse routes from the International Exchange
<b>Increased competition</b> in the market for international telecommunications services	Companies can choose from several existing or new service providers

“The project offers a new wealth of capacity and the ability to directly and securely connect to Canada, US, UK and mainland Europe. Global companies are interested in the additional fast and secure bandwidth, where critical information can avoid common and congested routes around London and New York waterways.”

**Bjarni Thorvardarson, Chief executive of Hibernia Atlantic.**

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### DERRY HAS ADDITIONAL CONNECTIVITY ADVANTAGES FOR INVESTORS:

- **Enhanced reliability and diversity.** Derry has a diverse connection from Derry to Letterkenny, Coleraine and Strabane providing 99.999% availability. The majority of other locations have just two routes into the network.
- **Uninterrupted power is a necessity of reliability.** Derry is home to Coolkeeragh, the most efficient power plant on the island. This 400MW power station has significant capacity to meet Data Centre growth.
- **The International Exchange** - a neutral telecommunications exchange will be located at Fort George, Derry. Fort George is a flagship regeneration site set to offer 700,000 sq ft of high specification office accommodation. This will provide the opportunity for global companies Corporate Data Centres or any company requiring international connectivity, capacity and continuity
- **Greater critical mass and competition** between telecom operators due to Derry's border location - Eircom, BT, Bytel, Virgin and NW Electronics all have cross border networks running through the area between Donegal and Derry.
- Derry's **Wireless City network** provides Wi-Fi Internet access across the city centre. Anyone with a wireless enabled laptop, PDA or Smart phone can access this service **free of charge**.

### MAP OF INTERNATIONAL CONNECTIONS INTO NORTHERN IRELAND



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DERRY CITY COUNCIL

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