

TRAFFIC MANAGEMENT POLICY

We undertake traffic management to ensure that our Clients and Users receive optimum performance at all times. The policy applied is as follows:

Our broadband products are subject to traffic management to ensure you receive optimum performance at all times. Like other providers, we deliver broadband service over a shared network. To provide a sustainable quality broadband service to all our customers we have to manage the network.

The principles of our network management policies are:

- To make sure that time-critical applications like Voice over Internet Protocol (VoIP) are always prioritised.
- To protect interactive applications like web-browsing and Virtual Private Network (VPN) from non-time sensitive download traffic.
- To balance the network under demand to cope with exceptional peaks and troughs from day to day and month to month.
- Provide a 'quality of service' effect, meaning multiple applications running on the same line interact with each other effectively, and use of high demand protocols like Peer-to-Peer (P2P) doesn't swamp time-sensitive traffic such as a VoIP call.

Traffic types are identified in real-time based on a combination of port, source IP address and DPI signature detection. This allows us at any given time to see exactly what traffic is on the network and who is doing what. At times we may prioritise time sensitive traffic such as VoIP by reducing the throughput of the standard traffic.

Traffic Classifications:

Traffic is prioritised according to time sensitivity. The following table outlines the standard prioritisation classes:

Top	High	Middle	Standard
VoIP	HTTP	HTTP Download	P2P
VPN		iPlayer & YouTube	Binary UseNet
		FTP	
		Email	
		Generic Streaming	

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