



Case study

How YouFibre met soaring bandwidth demands with Wholesale Optical

The demand for bandwidth is growing exponentially. With a surge in multimedia, cloud apps, AI, IoT and more, businesses need a network that has exceptional levels of resilience and capacity – guaranteeing high speeds, low latency and the best performance compared to alternative network services like Ethernet or IP VPN.

That's why YouFibre invested in our Wholesale Optical solution, to build and expand their network and allow it to offer its customers, high bandwidth, high-performance broadband connectivity.



About YouFibre

YouFibre is an alt-net service provider, which offers ultrafast full-fibre residential and business broadband services. Its FTTP network covers over 850,000 UK premises and is currently planned to reach 1.5 million premises next year. YouFibre has also received half a billion pounds in investment over the last few years to boost its infrastructure. It's a valued member of our Partner Plus programme.



Delivering for tomorrow

The constant growth in customer numbers connecting with YouFibre has led to increased bandwidth demand on the backhaul and core parts of the network.

The YouFibre network is also very attractive to gamers due to its high bandwidth and low latency customer offerings. This is particularly important when games such as Call of Duty (COD) release updates – the most recent COD release was 24GB in size. YouFibre is intent on ensuring its network is never congested even in peak events like this one.

With demand for digital content growing every day, YouFibre wanted a solution to get one step ahead of spikes in traffic like this and deliver a better digital experience for its customers.

Embracing 400Gbps optical capabilities

Wholesale Optical is the perfect solution for YouFibre's evolving bandwidth needs. With the launch of our new 400Gbps Wholesale Optical service, we've been able to support YouFibre's continued growth and requirements.



The first datacentres to be upgraded were Telehouse in London, NGD in South Wales, Equinix in Manchester and Pulsant in Edinburgh – and customers have already started to reap the rewards.

By using our reliable Wholesale Optical network, YouFibre can now consistently transport large amounts of data with minimum latency and maximum reliability. This is scalable too, which means that with the rise of emerging technology like 5G, the Internet of Things (IoT) and cloud computing, it's already one step ahead, able to handle the increased data.

We also offered YouFibre competitive pricing, so it could minimise data costs over time and maximise margins, compared to if it invested in a solution like dark fibre – which was initially considered.

This is all underpinned by our exceptional service. It was the first time we'd delivered this 400Gbps optical capability, so new equipment was required for the optical network as well. We rose to the challenge and invested in our network to support our customer's needs, and now have new Ciena equipment in a growing range of enabled nodes and datacentres across the UK.

We also kept the YouFibre team regularly updated with clear timelines and communication throughout the lifecycle, so the delivery and installation were smooth and easy.

“BT Wholesale is the partner of choice for new connectivity in exchanges. Despite other offers on the table, we knew that it would be best for the job because of its exceptional service delivery, reliability, expertise and competitive pricing. It's always a risk when launching a new product, but BT Wholesale proved it's a safe pair of hands. We're excited for what the future holds.”

Sam Defriez

Director of Networks, YouFibre

Equipped to succeed

YouFibre was an early partner and adopter of our 400Gbps Wholesale Optical service. This has allowed it to continue rolling out high-speed broadband to its customers, safe in the knowledge that the network and backhaul can support massive traffic and bandwidth demands.

“I’m proud that we’ve offered choice, scalability and connectivity without compromises. It’s clear that when you need the lowest latency and highest bandwidth, optical connectivity is the answer. Our 400Gbps Wholesale Optical solution is designed to be resilient no matter what. We’re looking forward to continuing to work together to meet growing data demands.”

Gavin Jones

Channel Partners Director, BT Wholesale

Taking advantage of our extensive and growing optical network coverage, 99.999% always-on network availability and five-hour fix SLA, we’ve helped YouFibre navigate soaring demands for data. It also benefits from the flexibility, scalability and reliability to increase bandwidth when needed, as well as the ability to improve digital experiences for its customers.

With four datacentre locations already equipped with the capacity to support 400Gbps optical, YouFibre can also think about expanding into new locations.

We’ve continued to offer both commercial and operational support, proactively giving YouFibre the solutions it needs and making it easier to prepare for the future.

If you’d like to fast-track to 400Gbps Wholesale Optical, visit <https://www.btwholesale.com/optical> or speak to your account manager.

Key points

To summarise, our Wholesale Optical delivered three key benefits:

Outstanding performance

By taking customers beyond the previous 100Gbps speeds, we offered a new high bandwidth capability of up to 400Gbps that provided massive increases in capacity and bandwidth.

Cost value

We offered strong returns and competitive pricing.

Seamless customer service

We delivered simple and effective customer service, with superb flexibility as demands changed.

Offices Worldwide

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