



Get the winning combo for a digital future

Unlock the combined power of broadband and a digital phone line with Broadband One and WHC Express



Power up for a digital future

When we talk about a digital future, it's tempting to think of it as a far off date. Somewhere we'll get to sooner or later. But the reality is that it's happening now. And we all need to get on board.

2022

Internet traffic is set to triple by 2022

2025

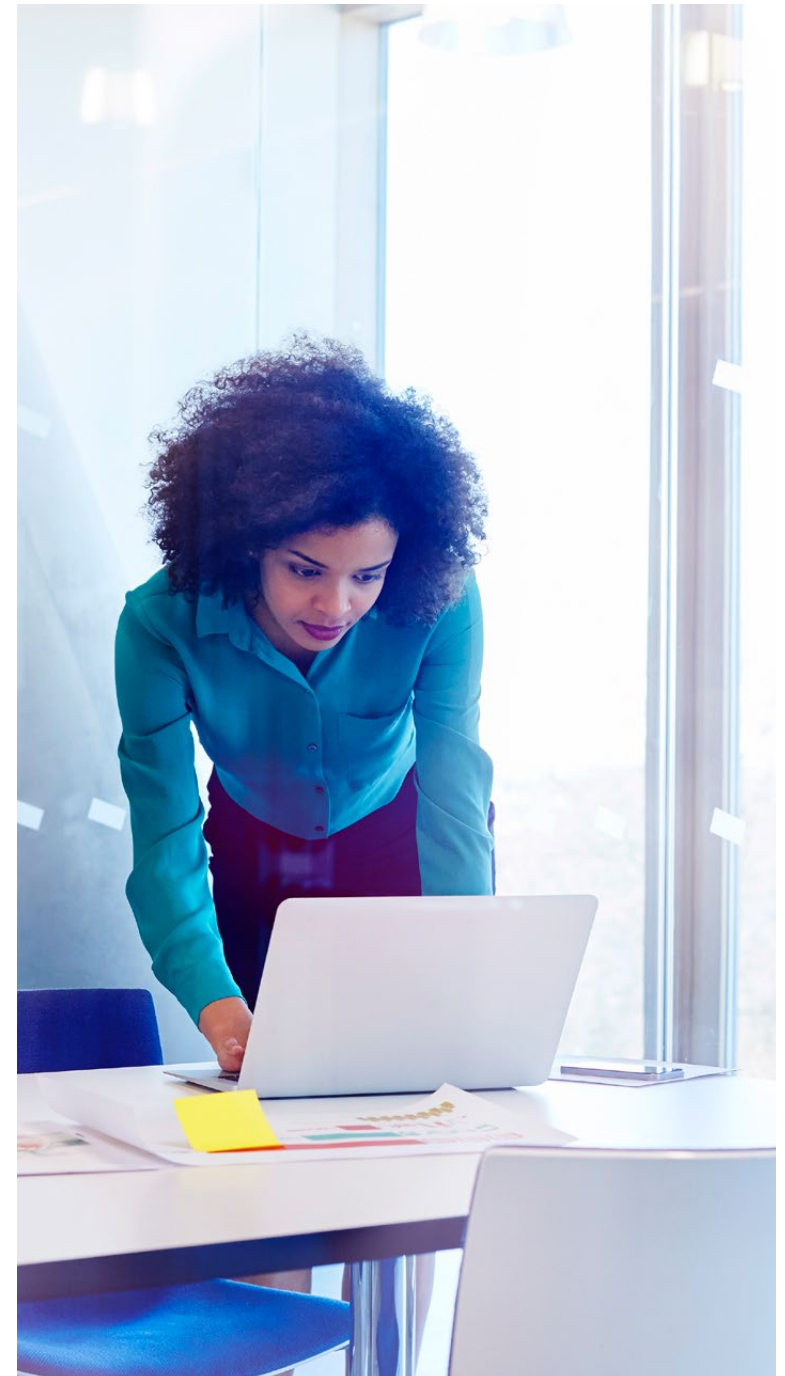
Traditional phone lines will be phased out by 2025

8 million

The number of cloud licenses is forecast to grow by eight million before 2025

These near-future timelines mean businesses need to prepare for the new world of all-IP now. With new digital solutions and ultra-fast, ultra-reliable broadband that can easily handle calls. On top of bandwidth-hungry business apps and a rise in internet traffic.

It's a great opportunity for you to help your customers get ahead of the curve. And, with the right partner, increase your revenue in the process.



The freedom to work flexibly

After more than a year of enforced homeworking, people have seen just how productive they can be outside of the traditional office environment. As long as they have the right tools and technology to support them.

It's driving a huge appetite for flexible and hybrid working. And it looks unlikely that we'll go back to our old ways. For your customers, that means more people working outside of the office – whether they're running their business from home, on the move or splitting their time between home and the workplace.

And the chances are, they'll be small businesses. Their ranks swelled to the tune of 800,000 during the pandemic (a year-on-year rise of 40%)⁵. And our research shows that they're feeling increasingly confident about their future success now lockdown restrictions have lifted.

With the right solutions in your portfolio, you're in pole position to support them on their digital journey.

Making sure:

1. They've got the right connection in place.
2. They've got the tools to work from anywhere.
3. Their data is secure.



2 million

There's nearly two million more people working from home than in 2019¹

79%

of employees want more flexibility in how they work²

82%

of employees say workplace technology would influence their choice to accept a new job

1/5

Around a fifth of UK workers want to work from home permanently⁴

Unleash the power of full fibre

People are making more video calls, uploading and sharing files, syncing to cloud systems, collaborating on live documents and a whole lot more. Your customers need broadband that's built for the new world of work and your support in making the leap to a digital future.

Fibre to the Premises (FTTP), or full fibre, delivers our fastest broadband speeds right to your customers' door. Thanks to a fibre optic cable that runs directly from our exchange to your customers' business premises, it's our most reliable connection yet, with speeds of up to 1Gbps.

The full fibre roll-out is turbocharging the UK. Giving more people access to ultra-fast, reliable broadband, will help to increase remote working, bring people back into the workforce, and help to level up the UK.

1 million

FTTP could bring one million people back into the workforce by enabling remote working

500k

500k people could move to rural areas – free to live and work where they choose

£25bn

£25bn boost to productivity from these new workers

700k

700k tonnes of carbon saved from reducing commuting¹

We're leading the way for full fibre. And we're showing our commitment by investing £15bn to reach our target of 25 million premises by 2026. Bringing next generation connectivity where you and your customers need it most.



Broadband One and WHC Express. The winning combo for a digital future.

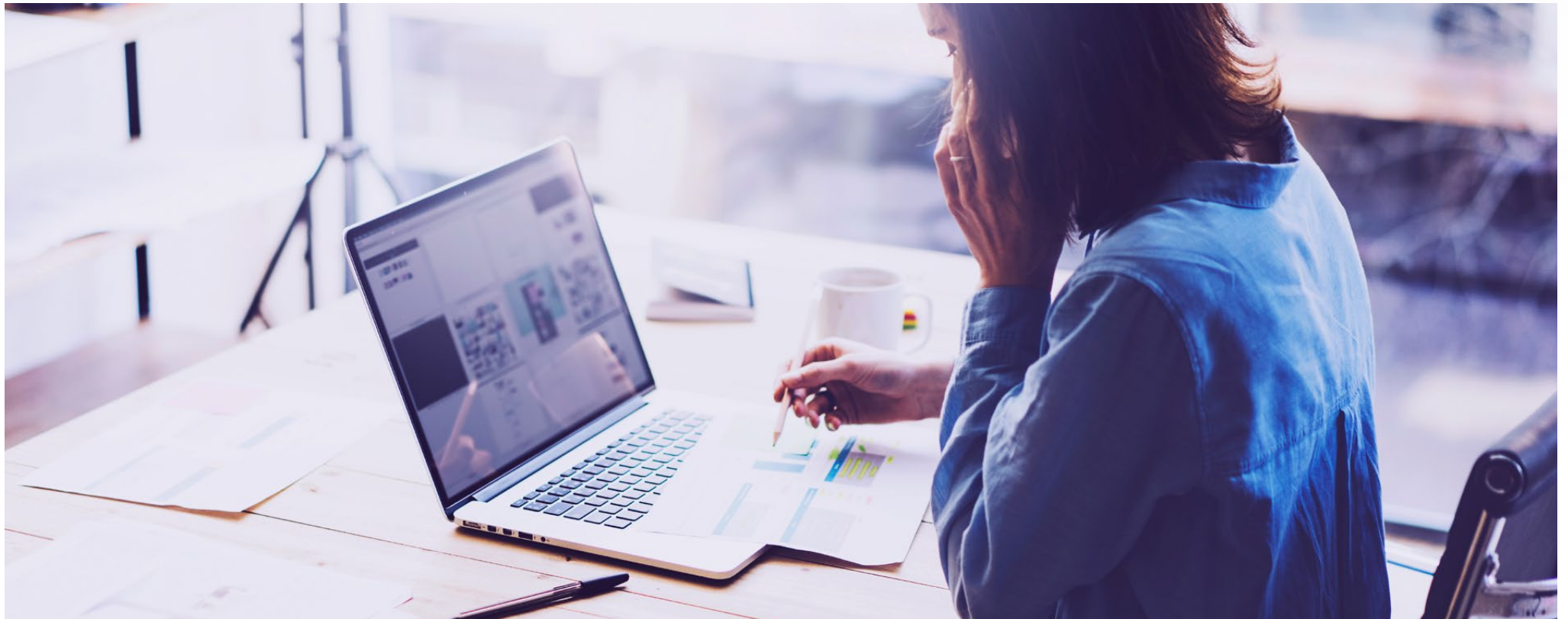
We've combined the power of broadband and a digital phone line, so you can offer your small business customers the tools they need to transform.

Together Broadband One and WHC Express is the ultimate solution for an all-IP world. Keeping your customers connected anywhere, anytime – every time. While helping you make the most of your opportunities and increase your revenue faster.

Two solutions.

One partner.

All on the network the UK relies on.



What is Broadband One?

Fast, reliable and future-proof broadband

Broadband One is our new managed service designed to meet your customers' increasing bandwidth demands.

Choose from a range of connectivity options, including SoGEA and FTTP, with ultrafast speeds of up to 1Gbps. There are no set-up costs either, so your customers can get up and running quickly. While it's easy for you to order using our online portal.



Why choose Broadband One?

- **We'll do all the heavy lifting.** Broadband One is a future-ready solution that you can sell right now. With our managed service, our experts will be on hand to make sure you're always getting the best out of our network. So you can sell with complete confidence and focus on growing your business.
- **Get things done, simply and quickly.** Through our self-service portal you can order, add, upgrade and manage everything online. So you can keep control of your orders and spend more time focusing on your customers' needs.
- **Flexible and scalable bandwidth.** Whatever the size and type of your customers' organisation, you can tailor a service that's just right for them. It's easy to select access options, and speeds up to 1Gbps. And there's a choice of broadband options too – including full fibre and SoGEA.
- **On the network the UK relies on.** Your customers can do more with broadband that won't let them down. Our network provides the highest levels of resilience and is the only one in the UK offering 99.999% availability. Plus, we're building extra capacity into our network now, so you won't need to worry about bandwidth demands increasing in the future.

Why now?

By 2025 traditional phone lines will be switched off and your customers will need a broadband connection to make and take calls. Broadband One is ready for future change. Move them to Full Fibre now and you'll never need to move them again.



What is WHC Express?

A digital phone line solution designed for small business owners

WHC Express uses VoIP technology, so your customers can make and take calls over their broadband network. It's a simple way to move away from traditional landlines – and all at a very competitive price.

Why choose WHC Express?

- **Do more on the move.** Small businesses can't afford to miss a call. With WHC Express, customers can stay connected across mobile and office handsets. And if they move premises, they can take their number with them. Giving them the freedom to work anywhere. Plus, with our built-in bundle rates they don't have to worry about call usage either.
- **Easy self-service.** Save time, work smarter. Ordering WHC Express takes less than two minutes on Business Zone. Customers can manage up to 10 users. And you can plug our new APIs into your business system to make ordering in volume even quicker.
- **Features at their fingertips.** Using our brand new mobile app, your customers can move seamlessly between devices, with the same call features across them all. Voicemail, call divert, call hold, out of hours. All set up at the touch of a button and automatically saved.
- **Simple to use, no surprises.** Give customers a great choice of IP phones, with our enhanced range of cordless, wired and analogue telephone adaptor (ATA) options. Their number will automatically transfer to the new broadband line when they plug in their new handset. No fuss, no delays.

Why now?

WHC Express is a great starting point for your customers' digital transformation journey and a simple way to get them ahead of the 2025 switchover.

Small businesses. Bigger reach.

Businesses of every size will need to find a new way to connect when traditional lines are phased out by 2025. But there's a higher number of small and medium-sized businesses in the UK who are still using traditional lines. Over 2 million will need to make the digital switchover.

With our winning combo, you can extend your reach to include everyone and expand into this growing sector. Meeting the changing demands of your small businesses in a simple and reliable way.

99.99%

99.99% of all businesses in the UK are SMEs

76.3%

76.3% are single-person enterprises

95.7%

95.7% have fewer than 10 employees, known as micro-businesses⁶

These micro-businesses range from home-based businesses and start-ups, to more local businesses with a single site. Communication is key. They need to be easily reachable to customers. And they need a way to make and take calls on any device, anywhere, at any time, so they never miss that all-important call. And they need broadband that can carry calls without compromising data connections. Our winning combo gives them both.



Why partner with us?

Flexible service and support.

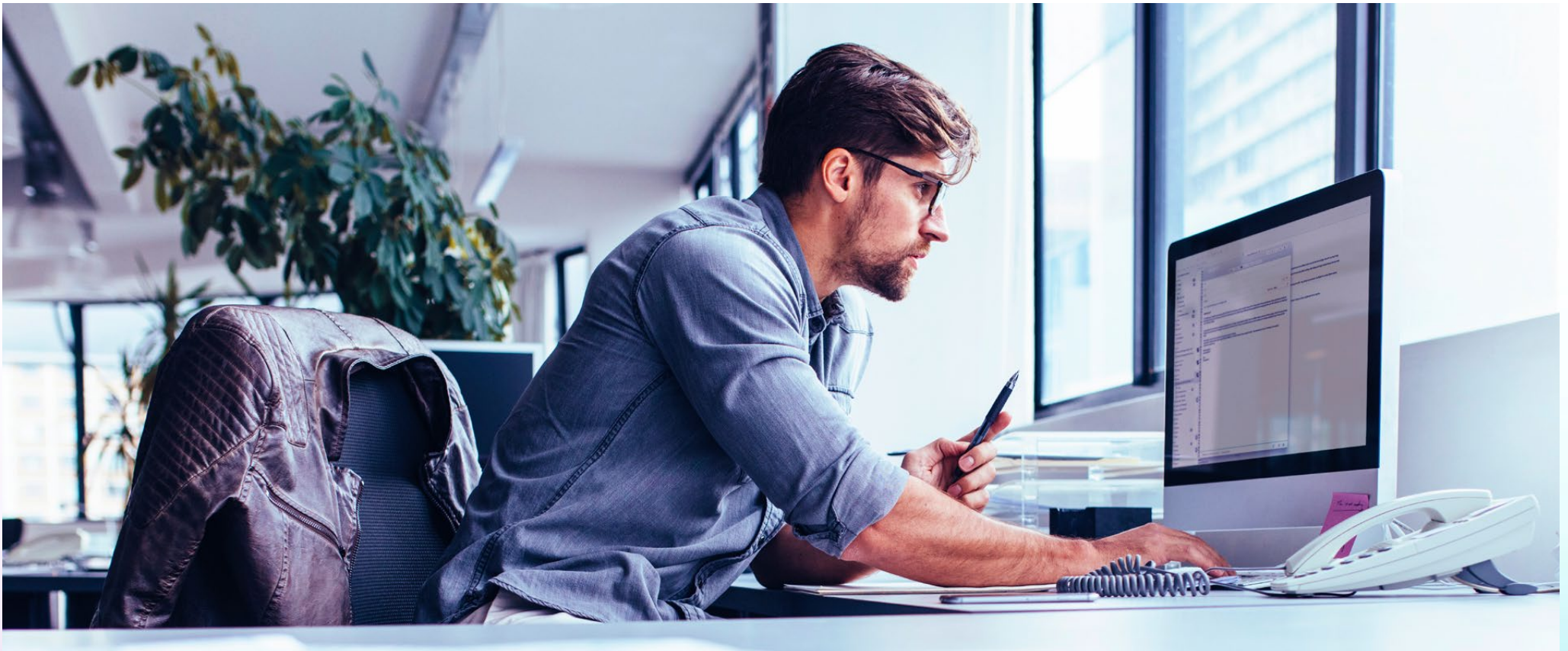
As a single supplier for voice, broadband, equipment and more, we're the ideal partner for any digital transformation journey. We've got more than 2,000 wholesale experts delivering the best solutions, plus an ecosystem of trusted partners. We'll help you deliver the kind of customer experience that makes sure your business thrives.

Our Partner Plus Programme.

With Partner Plus, you'll be among the first to access the cutting-edge products and services we create. We'll be there to support you at every turn with dedicated account managers, marketing specialists, accredited online training courses and exclusive partner events.

There's no other network like ours.

We're the network the UK relies on. Always on. Always secure. Always there. It's the biggest in the UK and the only one that offers 99.999% availability, bringing connectivity to places that other providers simply can't reach. We invest £3.7bn in our network every year to make sure we stay ahead. It means your customers' calls stay clear and connected, wherever they are.



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Speak to your Account Manager today, or visit:



Offices Worldwide

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