



White Paper

Say hello to Telecoms 2.0

The Telecoms 2.0 Company

Telecoms 2.0 puts you in charge

Welcome to a new era of business telecoms.

For too long, you've had to settle for standard network solutions that, while adequate, just weren't tailored to fit the specific needs of your business.

But not any more. With our Next Generation Network, we can work with you to develop the network you want, with all the capabilities you require. It's a whole new approach that we call Telecoms 2.0. And it includes:

- Listening to you carefully. Then meeting your needs.
- Going the extra mile, with service beyond contractual obligations.
- Giving you the best support on the market so you can get even more from the UK's most advanced Next Generation Network.

By putting Telecoms 2.0 into practice, you get a network that's as much your design as it is ours, with all the flexibility you need for the future too. This ethos forms part of our DNA. It's embedded in our people, and you'll see it in our relationship with you. Use it to transform your business for the better. Say hello to Telecoms 2.0.

The bigger picture

The communications landscape is changing faster than ever before. This is great news for agile businesses that are ready to take advantage of all the new applications and tools now available.

But if you're still using a traditional network, you may find your systems struggling to cope. Being able to send increasing volumes (and different types) of data at speed means you need a flexible, scalable solution that can support your changing business goals.

After all, the more agile your organisation is, the more opportunities you can win, whether you're in the private or public sector. But technical capability by itself just isn't enough. Telecoms providers also need to work hand in hand with their customers, to help them navigate these new networks effectively.

It's all about collaboration

Telecoms 2.0, means doing business a little differently, and a lot more efficiently. Before we suggest any kind of solution, we'll take the time to find out what it is you really want. For example:

- How your legacy network fits into your plans for the future – and how we can help you get there.
- How much bandwidth your business really needs, rather than how much we can offer.
- The applications and media-rich tools your employees currently use across your business – and how that's likely to change.

We're working on your feedback

We believe in listening to what our customers want. So we've spoken to a range of private and public sector organisations up and down the UK. They told us that being technically the best in the business just isn't enough. Their ideal telecoms provider also needs to be flexible enough to feel like a part of their team.

So with Virgin Media Business, here's what we promise to deliver:

1. Performance

With ever-increasing demands on the UK's business and residential bandwidth capabilities, it's clear that telecoms providers need to up their game when it comes to performance. After all, you want to share information – be it large files, video content or application data – in your own timescales, not ours.

Virgin Media Business already has a Next Generation Network that can deliver superfast speeds to organisations across the country. And we're always looking forward, to ensure that the more bandwidth is demanded, the more our fast, secure, fibre-optic network can deliver.

2. Flexibility

You need to know we're in tune with your changing needs. So our teams are local, flexible and dedicated to ensure you're agile enough to meet the demands of the next quarter, the next year or even the next decade.

In particular, we believe that every organisation has a right to quality consultancy and service levels, matched to their different needs.

3. Reliability

The 'R' word is a thorn in the side of any Networks Manager. It's still a fact that problems can and do arise. But by helping you stay in control of your network – before it starts controlling you – we can offer the reliability that allows you to focus on growing your business.

Our proactive network management helps us find and fix problems before they cause you an issue. Not to mention ruthlessly tight Service Level Agreements to keep you happy with the reliability we're providing.

4. Accountability

With Virgin Media Business, the buck stops with us. You'll know the people and processes involved whenever you place an order, discuss changes to critical services or if you just have a simple question. After all, who better to understand your network architecture and features than the team that built it?

We also know investing in our employees' skills and knowledge is as important as investing in your service. Rather than asking them to 'add value', we simply train them to deliver the right answers to any queries you have, as quickly as possible.

5. Accessibility

Wherever you're based, you have access to help and support whenever you need it. After all, online support can be less than helpful if you can't access the system. So our customer teams – in 40 locations across the UK – ensure you're never too far from a face-to-face answer.

Summary

Let's be clear. Telecoms 2.0 is not a product or application. It's a philosophy that underlies everything we want to achieve as a telecoms provider. At Virgin Media Business, we truly believe this is the way forward. Giving you:

- Absolute confidence that your network platform can accommodate and support the changing needs of your workforce.
- A collaborative relationship built with your organisation's operational challenges and goals at the centre.
- A clear strategy for the future, with an adaptable, flexible network infrastructure that matches your business targets, step for step.

Aligning capability and mindset

With the UK's largest National Next Generation Network, we can offer you a wider range of options up and down the country, wherever you're based.

- We're closer to you than anyone else. Our £13 billion investment brings a high-capacity fibre-optic network to 38,000 street cabinets across the UK.
- Our solutions are more cost-effective. We have 330 Points of Presence (POPs) for delivering high-speed Ethernet and internet services nationwide.
- You have more control. With a single nationwide network owned by one provider, instead of a jigsaw of network assets and companies.



To find out about Telecoms 2.0 call 0800 052 0845 or visit www.virginmediabusiness.co.uk