



BUSINESS

UltimateFlex

Wholesale connectivity
built around you

virginmediabusiness.co.uk/UltimateFlex



Contents



Introducing flexible contracts that support partner growth

I was going to start this message by jumping straight into the business impact caused by the pandemic. However, I don't know about you, but I'm starting to feel as though some of the narrative surrounding COVID-19 seems to have gotten a little stale and clichéd.

Yes, the pandemic created challenges for everyone. But it also opened up opportunities for companies that were able to adapt quickly to market changes. So, let's instead focus on the positives and start by talking about the value of being flexible.

A renewed focus on flexibility can only be a good thing. In fact, it's great. Being flexible helps businesses quickly adopt new ways of working when requirements shift. It provides the freedom to take risks. And it facilitates new and exciting ways of collaborating with IT solution partners.

But after all the change that's occurred, almost three in five businesses (57%) don't think they're currently agile enough¹. They're crying out for tailored solutions, more certainty and added value to unlock the power of digital technology and bounce back stronger. At Virgin Media Business Wholesale, we have a responsibility to support all of our partners – whether you're a reseller, solutions

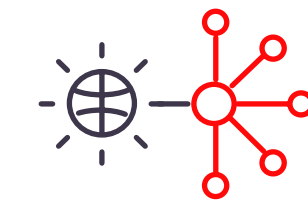
provider, aggregator or network operator – which is why we're making an industry-leading change.

Last year, we launched our Lead the Revolution campaign to help partners unlock new opportunities at a time when it was needed most. As part of this campaign, we introduced UltimateFlex – a completely new kind of contract that aims to bring you more options and flexibility in the months and years to come.

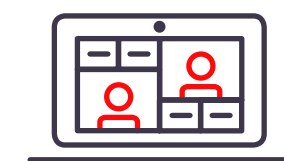
UltimateFlex is about giving you the tools to tailor your offering. Rather than us telling you how to solve customer challenges, it gives you the ability to buy connectivity on your terms, it allows you to build offers, solutions, propositions, and contracts that work for you – however you use our services.

Put simply, UltimateFlex exists because we wanted to put you, our partners, first. And enable your business to grow by realising the benefits of greater flexibility.

Diego Tedesco,
Director of Wholesale-Fixed
at Virgin Media O2 Business



Digital transformation investment is growing at a compound annual growth rate (CAGR) of **15.5%** from 2020 to 2023 (Gartner).



Almost ¾ of businesses will permanently move some of their previously on-site workforce to remote positions (Gartner).



Cloud spend increased by **37%** in Q1 of 2020, when global restrictions were first put in place (Channel Partner Insight).



75% of finance leaders said they were planning for a more agile business environment going forward (PWC).



One complete package

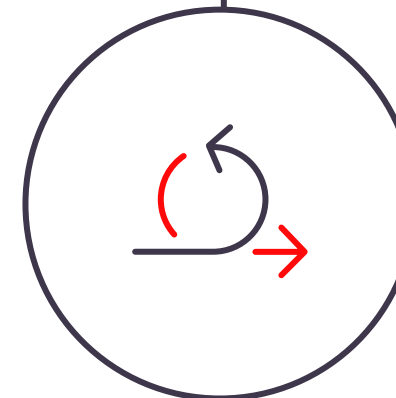
UltimateFlex is all about responding to what you, our partners, have told us. It's a new way to buy connectivity services from Virgin Media Business Wholesale. It's a set of contracting terms available on our wholesale Ethernet, Internet Access and High Capacity Services that offers a range of benefits you simply won't get from traditional contracts.

As part of our long-term commitment to help you plan, adapt and respond to the accelerating pace of change today, UltimateFlex gives you the ability to do things your way. It's designed to empower you. You can build offers, solutions, propositions, and contracts that work for you – however you use our services.

And by giving you the ability to act with complete confidence, we believe we can build a better future for UK businesses and the people they serve. Whatever the future brings.

“There’s never been a better time to provide partners with more options to find value. That’s why we’ve developed a radical new model that abolishes upfront fees, provides lifetime price confidence and comes with anytime cancellation so you have the tools you need to thrive.”

Kat Randall Bowmaker,
Head of Commercial at
Virgin Media Business Wholesale



Contract flexibility

Upgrade, downgrade, move, or cancel your service without any charges.

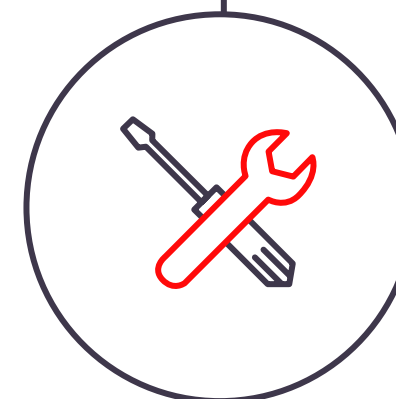
After the first 90 days of service, you'll be able to amend or even cancel your service at any time, with just 30 days' notice, and no additional fees to pay.²



Benchmarked rates

Your ongoing rental will be regularly adjusted so it's always kept in line with our new business prices.

We'll benchmark your price throughout the entire life of your circuit, until the service is stopped. There's nothing you'll need to do, price changes will simply be reflected in the next bill.



Price confidence

We've removed installation fees³ and Excess Construction Charges (ECCs), apart from in exceptional circumstances.⁴

You'll see one simple price for our qualifying on-net services. No term-dependent pricing and no unplanned costs – giving you peace of mind.

What exactly does UltimateFlex offer?

Contract flexibility

Many of you have told us that more flexible contracts would help you adapt to new challenges in the future.

That's why we are moving away from restrictive, fixed-length contract terms to offer anytime cancellation across our connectivity services².

You can now upgrade, downgrade, move or cancel your contract at any time after the first 90 days without paying an early termination charge. All we ask is that you give us 30 days' notice.*

We are the only provider in the market that offers anytime cancellation. With UltimateFlex, you will have more flexibility than ever before to cater for service changes and unforeseen circumstances.

Benchmarked rates

When you enter into a new contract, you want to know you're getting a good deal for the entire life of a service, not just the first few months – and we totally get that. With benchmarked rates, you can feel assured that you won't be paying an inflated rate three or four years down the line.

Our price benchmarking means that the ongoing rental charges for UltimateFlex services will always match our pricing for acquisitions. So, whenever we change our acquisition rates, the price for installed services will change too. Simple.

As the market rate for bandwidth falls over time, rather than rises, so will your rentals. You won't need to do anything and won't be committed to any additional terms. And the great thing is that this will happen indefinitely, until the circuit is ceased. It also removes the hassle of renewals, because you're always going to get our latest, best rates.

Of course, we're obliged to mention that, monthly rentals could increase. And even if it did, we would let you know in advance. Plus, with UltimateFlex you have the flexibility to stop the contract at any time.

Price confidence

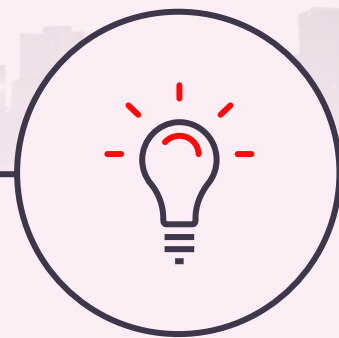
Any unexpected costs can make doing business difficult at the best of times. But in an uncertain market they can be extremely challenging. We are committed to making business easier for our partners by giving you complete price confidence.

We will no longer pass Excess Construction Charges (ECCs) onto our partners. So, even if we discover some unexpected build costs during the installation of a service – you'll have nothing to pay.⁴

That's not all. You can have the confidence that the price you're quoted is the price you'll pay. We've removed installation fees on all our UltimateFlex services to give you one simple price⁴. So, combined with our flexible cancellation policy, you now have the freedom to take shorter contract terms, with no up-front fees.

Please just note that we will still let you know if we do face any obstacles during delivery that may affect the Customer Promise Date (CPD).

How can UltimateFlex change your business?



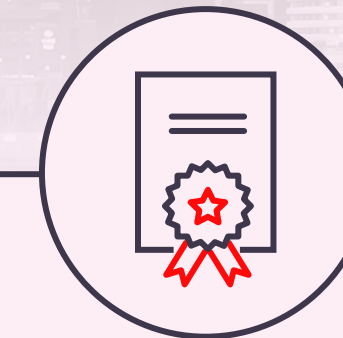
Innovate and take risks with confidence

- You're protected if you need to cancel. Irrespective of how you use our services, or the cease policy you may put in place with onward customers, we won't charge you for terminating the service with us.
- You won't be punished if you, or your customers, need to change your connectivity requirements at short notice.
- You have the freedom to go forth and make bold decisions – or help customers explore exciting opportunities – without being restricted by the terms of your connectivity contract.



Gain a commercial edge

- Make connectivity a new margin opportunity. If you're reselling our services, remember, there's no obligation to pass price changes onto your customers, so your margins are likely to increase over time.
- You can be more aggressive with your commercials, knowing that the price you'll pay is likely to come down over time.
- Make commercial decisions with the confidence that you won't pay additional charges associated with unplanned construction costs³.



Design bespoke contracts

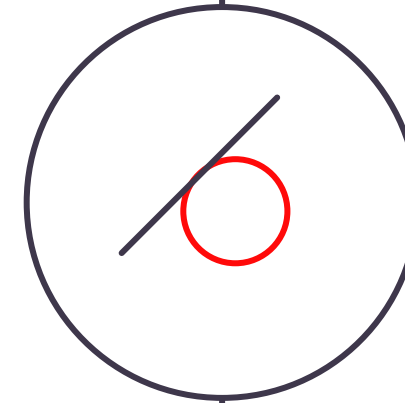
- Tailor your offering to suit your demands. Choose how to use contract terms, installation fees, in-service changes, or churn allowances to generate value for your business.
- If you're a reseller, you can now offer bespoke contract lengths, or even offer rolling contracts, with the flexibility to cancel anytime.
- If you want to offer shorter terms, you choose whether to charge an install fee or not. Decide how you want to handle cancellations.

PORTFOLIO PRODUCTS

Our Wholesale connectivity services

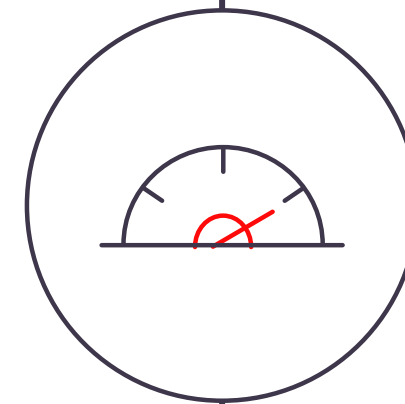
We are introducing UltimateFlex to all of our managed services, across most bandwidths.

Our UltimateFlex contracting terms can be applied to National Ethernet, Ethernet Extension, Fully Managed and Partially Managed Dedicated Internet Access (DIA) products and National and Dedicated High Capacity Services (HCS) up to 10Gbps.



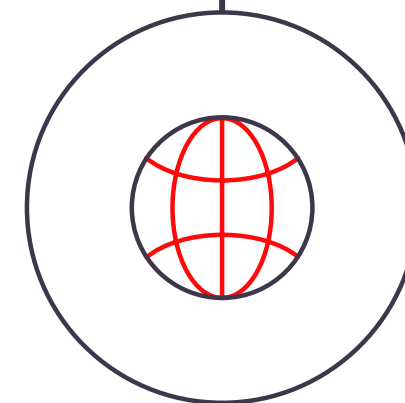
Ethernet

A carrier-class, dedicated and symmetrical layer-two, point-to-point connection between end-user sites. Providing bandwidths up to 10Gbps across our national footprint.



HCS

A layer-one optical connection that follows fixed point-to-point paths between customer locations – offering a low-latency, high-bandwidth service (10 to 100Gbps).



DIA

A dedicated fibre optic connection from a customer premise to the nearest internet PoP.



	Ethernet	HCS	DIA
Configuration	Ethernet over MPLS-Point-to-point (or multiples thereof): hub and spoke	Optical network based; Deterministic; Non-switched point-to-point service	IP over MPLS
Coverage	National availability, national reach, on and off-net	National availability, national reach, on and off-net	National availability, national reach, on and off-net
Max bandwidth	10Gbps	100Gbps	10Gbps
Scalability	Fractional bandwidth increments up to bearer size. MTU 2036	Multiple system sizes supporting multiple bandwidths. MTU 10,248	Fractional bandwidth increments up to bearer size
Service types	Ethernet only	Multiple	IP Internet
Performance	15ms one way latency SLA	Sub 5ms one way latency SLA Deterministic	Uncontended bandwidth
Security	ISO27001, CAS(T) Certified	ISO27001, CAS(T) Certified	Public facing internet

Why Virgin Media Business Wholesale?

Pride in our partnerships

At Virgin Media Business Wholesale, we pride ourselves on knowing that our partnerships make a difference.

Whether you are simply buying a few circuits, or relying on us for a huge network aggregation project, we are invested in that partnership's success. Because somewhere down the line, people benefit from our underlying network. And that means something to us. We're proud of the impact we make together.

What does this look like day to day? Customer centricity. Honest conversations. And business plans that are informed by and built with partners. We're in this for the long term; our partners' goals are our goals. And we are dedicated to your success – it flows through every fibre of our staff. From account manager to managing director – we're all in this together. Every partnership matters.

A new way of thinking

We strive to think differently about how we respond to our partners' needs. That's why we listen closely to your feedback and take steps to deliver the services you want to see. It complements our commitment to continually drive commercial innovation within the wholesale channel.

We introduced UltimateFlex because we're honest enough to say that we don't know customers as well as our partners do. We've therefore provided a toolkit to make it easier for partners to build contracts suited to their end-customers' needs. It gives you the confidence you need to quickly respond to changes in the market.

However. This revolution is only just beginning, and the market will look very different as we progress. Together, we can stay flexible and make sure we continue to meet your needs – as well as those of your customers.



The time has come for UltimateFlex

UltimateFlex is an unprecedented package of benefits that brings you more flexibility and support to navigate a challenging market. It's time to explore the opportunities that UltimateFlex can bring to your business.

Not a partner yet?

Register your interest to join our partner programme using the link below and you too can benefit from UltimateFlex.

[Become a partner >](#)

Already a partner?

UltimateFlex is available to all registered wholesale partners. Simply select the UltimateFlex option when ordering through our online account management portal, Engage, or on a manual order form.

[Quote now on Engage >](#)

- 1 Findings from a survey conducted by Censuwide and Virgin Media Business.
- 2 UltimateFlex excludes Dark Fibre and all services at bandwidths above 10Gbps.
- 3 In some instances where capital costs are abnormally high, we may introduce an installation in line with the process that currently exists.
- 4 We reserve the right to cancel any qualifying order where excess construction costs have been identified and deemed uneconomical to incur.

General: Virgin Media network areas only. Subject to survey and serviceability. Offer only available on new orders for Ethernet Extension, National Ethernet, High Capacity and Internet Access services with bandwidths of up to 10Gb, delivered entirely through Virgin Media's network and placed after 12.01am on 7 June 2021. Code "UltimateFlex" or relevant tick box must be used at checkout. **Minimum term and cancellation:** 12 month minimum term. If a customer cancels within the first 90 days they will pay a cancellation charge equal to 90 days of service, less any pre-paid amounts. After day 90 a customer can cancel with 30 days' notice. **Up-front costs:** Virgin Media Wholesale Limited reserve the right to cancel any qualifying order where excess construction costs have been identified and deemed uneconomical to incur. In this instance a customer shall not pay a cancellation charge. **Adjustable rates:** Virgin Media Wholesale Limited will conduct a rental review at least once in each 12 month period. This will compare the rate of a customer's qualifying order against the rate for a new qualifying order. If there is a difference, the customer's rate will be adjusted accordingly. This could result in an increase or decrease of the customer's rate. Any changes will apply prospectively. Rentals will align with acquisition pricing and change every time acquisition prices are adjusted.

For full terms and conditions, visit: virginmediabusiness.co.uk/UltimateFlex

