

# A look back at 2021



As 2021 draws to a close, we wanted to take this opportunity to wish you all a very Merry Christmas. From all the team at Virgin Media Business Wholesale, we thank you for your continued support in making this year a great one.

A lot has happened in the last 12 months. There's so much we'd love to shout about, but here are just a handful of our 2021 highlights:

## JUNE

### We joined forces with O2

In June this year, the Competition and Markets Authority (CMA) gave final approval on our proposed merger with O2. Two of the UK's most iconic brands came together to reimagine connectivity and supercharge the UK. As we embark on the next chapter of our journey, as part of **Virgin Media O2 Business**, we're already looking at exciting ways to bring you – our wholesale partners – new solutions and even more value from our partnership.

## JUNE

### We announced **UltimateFlex**: our no hassle contract terms

June was a very busy month for us, as we also launched our brand new **UltimateFlex** contracting terms – an industry-first proposition. It's designed to empower you, our partners, giving you more flexibility and commercial confidence. Contract flexibility, benchmarked rates and price confidence in one complete package. What's not to like?

## AUGUST

### We unleashed full 10Gbps National Ethernet services nationwide

The ask from our Wholesale partners was loud and clear, you wanted a National Ethernet service that could scale to full 10Gbps. And we delivered. In August, we upgraded our National Ethernet service making it fully-scalable 10Gbps, giving you a greater choice of 10Gbps services delivered on our network.

The world's changed for  
our wholesale partners

 BUSINESS





**NOVEMBER**

**Diego Tedesco was appointed as the new Director of Wholesale Fixed**

At the start of November we were delighted to announce the appointment of Diego Tedesco as Director of the Wholesale Fixed division. The name may have rung a bell with you as he was previously Wholesale Fixed Commercial Marketing Director. Diego has been instrumental in driving the organisation's innovative commercial approach and he is already shaping his plans for Wholesale Fixed as he leads us into 2022.



**NOVEMBER**

**Making strides with our Digital Evolution programme, a long-term strategy for innovation**

At Virgin Media Business Wholesale, we are fundamentally changing the way we do business with our partners. That's why we introduced Digital Evolution, a collaborative programme that works with partners to shape our roadmap to develop our digital tools and processes. The outcome? Digital tools that will improve efficiency for us and you.

The 5th November marked the launch of our first Digital Evolution promise. We launched brand-new API's that let you generate quotes, place orders and track the status of your orders through your own native systems, exciting right? And, what's better, our Digital Evolution 2022 roadmap is set to be even more disruptive.

**DECEMBER**

**We were 'Getting Giggy with it' throughout December**

Earlier this month, we 'gave to you' a new commercial offer available on your existing out of contract National Ethernet services. Until 31st July 2022, you can re-contract on a 1Gb National Ethernet service for as little as £3,485 - either as a renewal of an existing 1Gb circuit or an upgrade from a lower bandwidth. Our thought behind it? We wanted to give you the tools you need to prevent ceases and help keep your customers happy when they're looking to re-sign. You can read-up on all the legal details here.



What a great year it's been.

As we look forward, our plans for 2022 are already shaping up to be as exciting and disruptive as 2021. We want to thank you again for choosing to work with Virgin Media Business Wholesale.

Stay safe and we wish you a very Merry Christmas.

All the best,  
Virgin Media Business Wholesale Team

