

Strengthening a partnership, driving reseller confidence

ICUK case study

To unlock new sales opportunities and increase reseller engagement, wholesale provider ICUK set out to build a stronger, more strategic partnership with Virgin Media Business Wholesale (VMB).

The challenge: Raising awareness and trust

ICUK is a privately owned wholesale provider based in Croydon, supporting around 1,000 resellers with broadband, telecoms and hosting services. Its award-winning online control panel gives partners the freedom to choose where they place their business, while its carrier-agnostic approach and lack of a traditional sales team set it apart in the market.

However, these unique characteristics also created challenges. VMB had never worked with a partner operating without a sales team, and awareness of VMB within ICUK's reseller base remained relatively low. Historical issues around deliveries, rate cards and renewal costs had impacted engagement and reduced the number of opportunities being won. With around 100 Ethernet circuits sold each month, ICUK wanted to strengthen reseller confidence and deepen its relationship with VMB to drive further growth.



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Paul Barnett,
Founding Director, ICUK

The solution: Removing barriers, building trust

Virgin Media Business Wholesale responded by taking a fresh look at how it supported ICUK.

As part of a wider programme of improvements, VMB enhanced its renewal process, introduced a more competitive rate card, streamlined order management and removed restrictions on 10Gb network-to-network interfaces (NNIs), making high-capacity Ethernet services more cost-effective.

Just as importantly, VMB listened. Working closely with ICUK, it developed a clear action plan focused on transparency, responsiveness and collaboration.

Resellers were given greater visibility of VMB's network, supported by access to fibre route information through the Smart Planning Tool (SPT), helping to build confidence in network reach and capability.

One of the most significant changes was the introduction of self-service renewals through VMB's Engage platform. ICUK can now manage most renewals directly, benefiting from pricing equivalent to new business opportunities. The simpler, more transparent process has strengthened trust and improved the overall partner experience.

VMB also introduced a dedicated Order Management model, providing ICUK with two named contacts responsible for managing work in progress. This gave ICUK's provisioning team clear ownership, faster issue resolution and regular updates, making order tracking simpler and more predictable.

The result was a stronger operational relationship and increased confidence in VMB's ability to deliver. ICUK has continued to expand its use of VMB's National Ethernet services and is increasingly investing in 10Gb connectivity, reflecting growing trust in VMB's network, resilience and scalability.



Evolving into a strategic partnership

As the relationship matured, Virgin Media Business Wholesale moved beyond supplier status to become a strategic partner.

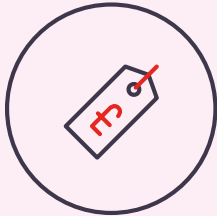
Annual strategy and planning workshops held at ICUK's offices have helped both organisations identify opportunities, tackle challenges early and align more closely across commercial, operational and go-to-market teams.

VMB also invited ICUK to participate in its first carrier-focused partner incentive trial: a milestone that demonstrated the strength of the relationship. Following its success, discussions are underway to develop the initiative into an ongoing programme.

Together, these developments have transformed the partnership into one built on collaboration, shared goals and long-term growth.



The results: Stronger relationships and greater opportunities



A better partnership

Paul Barnett, Founding Director of ICUK, comments, “Virgin Media Business has really listened to our concerns and acted on them. The changes they’ve made have strengthened our relationship significantly. Our partners are now more likely to choose them over alternative providers because of their extensive national network footprint, strong product capabilities and resilient infrastructure.”



A service ICUK can rely on

ICUK now benefits from a dependable Ethernet platform that enables it to deliver high-bandwidth, business-grade connectivity with confidence. Reliable performance and operational consistency have strengthened trust across its reseller network.



Expanding the portfolio

ICUK is also preparing to introduce VMB’s Ethernet over FTTP (EoFTTP) solution across its partner base. As an early adopter, it will be among the first providers to bring the service to market.

Demand for affordable, high-performance connectivity continues to grow, particularly in sectors such as retail, where ICUK has already secured several high-profile contracts. EoFTTP will help the company meet increasing customer requirements for greater bandwidth, resilience and future-ready connectivity.

Looking ahead

With demand continuing to rise, ICUK is increasingly recommending Virgin Media Business Wholesale for customers that need robust connectivity and nationwide coverage.

Future growth will be driven by closer collaboration on large multi-site opportunities, particularly across retail and hospitality, supported by competitive commercial models, scalable delivery and strong operational alignment.

Virgin Media Business Wholesale and ICUK continue to build on their success through joint marketing initiatives, ongoing strategic planning and partner incentive programmes – creating a partnership designed for long-term growth.

A testament to the partnership's success, ICUK were crowned **Channel Partner of the Year 2026** at Virgin Media Business' annual Partner Connect Awards.



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As with all our partners, ICUK's views are vital to us. Their honest feedback and insights help us continually improve our services, creating an even stronger and more productive relationship.

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John Chester,
Director of Revenue & Go-To-Market,
Virgin Media Business Wholesale