



Getting back to business with broadband:

How the right provider can support business as usual



The UK's Best Business Broadband

hyperoptic.com/get-more

“Business as usual” is a simple phrase

But it's never seemed more complicated. If you're beginning to restart trade, it's vital that you can get back up and running with seamless services that don't disrupt your day-to-day operations.

Internet speeds for businesses have increased greatly over the last five years, showing a growing need for faster connections to keep up with the competition.

The events of 2020 have made the need for high-quality broadband even more obvious. We've seen how quickly technologies that rely on connectivity, like video conferencing and contactless payment systems, have become the norm. As the nation adapts to this new normal, many organisations are taking stock of what they get from their existing business broadband provider and realising that it simply isn't enough. Across all sectors and industries, getting back to business doesn't just mean going back to the same-old. It means getting more from systems and services.

In terms of broadband, that means demanding more speed, more flexibility and more support.

Whatever you use your business broadband for, we're going to show you how the right provider can help you get things up and running. We'll start by focusing on what the right provider should be able to offer you at this critical time. Then we'll look at the benefits better broadband can deliver to two main types of business. Finally, we'll finish by considering how Hyperoptic can help support your success moving forward.

**The events of 2020
have made high-
quality broadband
even more important.**



Getting back to business with broadband

Right now, these things have never been more important

The importance of service

There will always be times when your business will need extra support from your broadband provider. Maybe you've been hit by a connectivity issue and want to get things up and running again as soon as possible. Perhaps you're looking to update your business broadband package and want to speak to a customer service representative.

At times like these, having access to a quick and efficient service is paramount. Every hour you're left waiting for a response is an hour that could have been spent attending to other areas of the business.

Service is key to keeping things running smoothly because, when the service you receive is great, the service you offer will be too. Consider the experience you're currently delivering to your customers and clients; could it be improved with better business broadband? Then it's time you opted to get more from your service provider...

The importance of flexibility

As the events of 2020 have shown, managing business often means managing change. Being able to adapt to sudden adjustments with agility is key to getting back to business as usual – especially for SMEs.

Controlling budgets is a key factor here. One much-reported statistic, recently released by the ONS (Office of National Statistics), suggests that **42% of all businesses** who were trading in May 2020 reported having cash reserves to last under six months. SMEs in particular tend to have tight margins and will benefit from any extra control when it comes to overhead costs.

But this need for flexibility is at odds with the way many service providers operate. Businesses are often lured into long-term contracts and left with large cancellation fees if the service is terminated.

At the most basic level, your broadband should help bring money into your business, not take money out of it. You shouldn't have to commit to anything long-term if it doesn't suit you. To get back to business with the flexibility you need to weather any sudden changes, you want the option of a rolling business broadband package.

 Trustpilot
Excellent 



↕ **The importance of full fibre**

Recent statistics show that UK businesses are increasingly relying on higher internet speeds. Between 2014 and 2018, the percentage of UK businesses who had an internet connection speed of 100Mbps or more **doubled**. We can only expect this trend to increase in the months and years ahead.

For the fastest and most reliable connections, the future is full fibre. With Hyperoptic, fibre optic cables connect the exchange directly to your business premises, delivering hyperfast broadband that's **more reliable** than copper cable connections.

With our higher speed packages, you'll get enough bandwidth to accommodate any demand, whether it's the weekend rush in hospitality or those busiest days in the office. Investing in a full fibre connection will also help future proof your business because fibre transmission media is able to grow beyond any other physical media.

If you're serious about readying your business for increased demands and new technologies, then full fibre is the way forward.

We've talked about what your business needs from a provider. Now let's see how great service, flexibility and full fibre connections can help different kinds of businesses...

Supporting your business with wifi

- **Retail**
- **Hospitality**
- **Healthcare providers**
- **Hair and beauty**
- **Other small businesses**



Having an outstanding business broadband connection on your premises can benefit you, whatever sector you're in.

Your business could use its connection for any combination of the following: providing public wifi for guests or customers; setting up digital payments; connecting CCTV; and/or making admin easier.

“
We needed quick and efficient service – that's exactly what we got with Hyperoptic. Thank you!

Sonya Trott, **Marina Dentalcare**

”

Work in an office?

[Skip to 'Supporting your business with office broadband'](#)



Stand out as the place where people connect

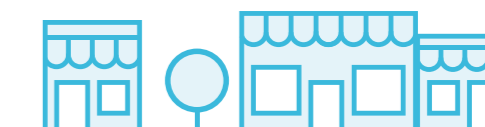
When you're getting back to business, the service you offer on busy days will make all the difference. You can ensure customers stay satisfied by offering fast, free wifi and quicker digital payments with full fibre broadband. Provide them with speeds they might not get at home – or with your competitors.

Better broadband can help you create more buzz around your business, enabling your customers to post on social media about their visit – while they visit. The improved experience you'll offer will allow you to connect with your community, giving people a hub where they can catch up, get online, and support a local business as they do it.

But quality business broadband shouldn't just be for your customers. As you return to a busy work environment, a reliable connection will make day-to-day admin and management easier, with faster uploads & downloads and access to apps that streamline your processes.

And with regards to service, issues have the potential not just to disrupt your day, but to damage your reputation amongst customers. You need a provider who can take care of them right away.

Better business broadband can also offer peace of mind by giving you the option to install a more reliable CCTV system if needed. When you have enough bandwidth to support seamless live viewing and crystal-clear video 24/7, you can rest assured that your premises is being monitored round the clock.



Supporting your business with office broadband

Your office doesn't just benefit from a fast and reliable broadband connection – it depends on it

To support a successful transition period, you want to ensure that everyone in the office has enough bandwidth to get their tasks done – whatever the workday demands. When facing expectations to keep business running with greater efficiency, having access to a full fibre connection could save valuable hours each day by making file downloads and document transfers much faster.

A more reliable service will also help you keep the entire team connected. Getting back to business in our new world means making the most of collaborative technologies like cloud services and video calling. Having a connection you can trust would allow you to unleash the power of these applications and many others you may not have even considered using before.

Better office broadband also allows you to deliver more for your clients, helping to build trust and your reputation during this crucial period. Faster responses, rapid file sharing and crystal-clear video calls will all help you to stand out as a partner who knows how to take care of business.

Finally, you'll want to get back to work without worry that service issues will slow down productivity. With a provider you can count on to respond and take care of things swiftly, you'll spend less time dealing with disruption and more time on the tasks that matter. Because once you're up and running again, there should be no time for downtime.



“

Moving to full fibre connectivity has been transformative for Revolution. All our business processes and systems are done via the cloud, so we can literally just get on with the business of being in business!

Anand Patel, Operations Director, **Revolution** ”



Hyperoptic gives you more

More support

You can trust Hyperoptic to support your business with outstanding service. We're proven to take care of any issues faster, which is why our customers have given us a higher Trustpilot rating* than BT, Sky and Virgin Media **combined**.

We're proud to have been named the winner of 'Best Customer Service' at the 2019 ISPA awards. With Hyperoptic, you get access to an end of next working day SLA across all our business broadband packages and 5 hours on leased line packages. You'll also benefit from 24/7 customer service and our dedicated business support line.

More speed and reliability

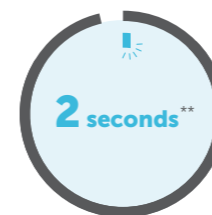
A full fibre connection will future proof your business with hyperfast speeds and rock-solid reliability. We can offer you equal upload and download speeds on packages delivering 150Mbps and up. Just look at how our top broadband speed compares with the UK's average:

Large file download (25GB)



UK average 52min 5sec

Photos upload (300MB)



UK average 2min 51sec

New OS download (5GB)



UK average 10min 25sec

That's time saved to spend on other areas of your business; not just seconds or minutes, but potentially hours out of the workday!

* Trustpilot rating comparison taken from Trustpilot website on July-20
** Broadband speed calculations: The UK's average broadband speeds are 64Mbps for downloads and 14Mbps for uploads, compared to Hyperoptic's top average speed of 900Mbps which is achieved through a wired connection. Average speeds taken from Ofcom's 'UK Home Broadband Performance' report, May-20

More flexibility

Did you know that we're the only major ISP to offer a month-to-month rolling contract on business broadband? This unique service is designed to help you get back to business as usual. You won't be held back by any long-term commitments and need only to give us 30 days' notice if you need to leave.

The freedom of choice doesn't end there. You can get business broadband on your terms – at a price that works for you. Contracts range from the rolling option, to 24 months fixed. You don't have to pay for a phone line if you don't need one, and you can upgrade to 5 or 13 static IP addresses at any time as things evolve. Enjoy the flexibility to stay nimble as your business grows.

More value

Getting back to business is important, and with us you'll get broadband that's built to support your success over the long term. With our gigabit capability as standard, you'll tap into the ongoing value of customers coming back for more of your outstanding free wifi and seamless services; clients who are wowed by your agility and responsiveness; and access to technologies that can transform the way you do things.

With Hyperoptic, you'll also tap into the value of a provider who runs their network independently of others. And if you can find the same package elsewhere for less, we'll match it. It's little touches like that that can deliver the most value in the long run.

**Why settle for business as usual?
Get more with Hyperoptic.**



Make the switch to the UK's Best Business Broadband

Get in touch with us today on **0203 514 0341** and
let's talk about how we can support your business



[hyperoptic.com/get-more](https://www.hyperoptic.com/get-more)