

Hyperoptic

B2B

Tenant Offer

Geographic Scope

London

North South East West Central



England

NorthW NorthE Yorkshire Midlands East London SouthE SouthW



UK

England Wales Scotland Ireland



Universal



Hyperoptic's network is based around major cities in the above locations

Urban areas



Rural Areas



Company Summary

Hyperoptic is a limited company delivering Fibre Optic internet, serving both businesses and residential customers. Fibre to the home is when fibreoptic cabling is run directly from a superfast exchange to the customer's house or flat, it bypasses the BT owned network so avoiding their line-rental fees. They were founded by employees from "Be Unlimited", a company which broke the UK's upload and download speeds in 2005 and was subsequently sold to O2 for £50M. The company is the leading provider of 1GB fibre in the UK. Having launched in London in 2011 they have now expanded to provide service in Bristol, Reading, Cardiff, Leeds, Liverpool, Manchester, Birmingham, Newcastle, Glasgow, Sheffield & Nottingham.

www.hyperoptic.com

Twitter: @Hyperoptic

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Contact

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Summary of Offer

Hyperoptic delivers fast fibre optic broadband direct to tenants. Their offer is about speed. They have three products to suit different financial and connectivity needs, the cheapest of which is £25 a month for 12 months. As Hyperoptic deliver service via their own fibre network rather than utilising the old BT copper their offered speeds are much higher than their competitors. Hyperoptic also include telephone in their offering with free evening and weekend calls as standard. To deliver this, Hyperoptic needs to install fibre in buildings with the cooperation of the landlord. Their solution is typically suitable for blocks bigger than 40, and there is currently no installation fee for this. All developments are surveyed and judged on their own merits

Details of Offer

Offer to Tenant

Hyperoptic offer three packages to households:

- 20mb/per second for £9/month plus £16 for phone service which is required, covers normal internet activity including streaming
- 100mb/ps for £22/month plus £16 for phone service which is required, most popular product
- 1gb/ps for £47/month plus £16 for phone service which is required, fastest residential broadband in the UK
- Symmetrical upload/download speeds on the 100Mb and 1gb packages (unique)
- Free router
- Do not offer TV as part of package but do offer telephone (suggested residents can buy box to add sky for £10-20 per month <http://www.nowtv.com/box>)
- The standard contract length is currently 12months, but they looking in to 1 month rolling contracts and may extend this to other social housing residents.
- They are exploring pay as you go options for social housing to increase flexibility, and already deliver this in hotels
- No activation fee or reconnection fee if residents drop in and out of the PAYG service

B2B

The offer to the tenant relies on Hyperoptic being able to install Fibre direct to residential blocks, which needs involvement from the landlord. This process includes:

- Conducting surveys of stock free of charge
- Installation of fibre (cabling etc.) done at no cost. Hyperoptic take the financial risk and get investment back through revenue from consumer broadband sales.
- Hyperoptic fund and distribute marketing direct to tenants, or can produce promotional material and have it distributed through the HA.
- Hyperoptic maintain and support the building equipment and network free of charge.
- Appropriate for new builds or existing blocks
- Current solution is only for blocks of 40 or more. They have sites of over 2000 (e.g. East village Olympic village.)

Added Value

Ultra short-term pay as you go model: Hyperoptic are exploring a pay as you go model where all residents would have a free basic internet offer (1 mb) and could then upgrade on a daily, weekly or monthly basis. This is a product they have already in hotels. They have said they may be willing to develop a cap when residents are using pay as you go, so that they don't go over the cost of a monthly subscription. There may be a retaining fee payable by Hyde in order to secure entry level broadband for all.

Existing partnerships with CHI members

Housing Association	Summary of partnership	Want to know how it's going?
Amicus Horizon	Used Hyperoptic in 6 Home Ownership blocks and 4 General Needs blocks in London and the South East, where they are unable to get superfast high-speed broadband. This agreement is take up by the residents if the demand is high in the blocks. The relationship has been very good and there have been no complaints to date. They are looking to expand their coverage in more blocks.	Nathalie Harris, Digital Inclusion Coordinator Nathalie.Harris@AmicusHorizon.org.uk

CHI Review/Opinion

Hyperoptic are not the only provider of fibre optic internet direct to tenant's homes but they have more connections currently than anyone else. Their business model supports working in new builds and they have supplied some big new developments already so will interest developing housing associations and local authorities. Hyperoptic have a very commercial focus so be prepared for a hard sell however they are showing willingness to add value to their offer for social housing tenants if they get enough business.

Hyperoptic's offer is designed for areas with a high density of population, making them unsuited to being the ideal ISP for rural residents, or those living in less densely populated areas in cities (e.g. city outskirts with individual houses with more distance from each other)

On the plus side Hyperoptic are willing to directly communicate with their customers, eliminating the need for constant HA presence, and fulfilling one of our original goals; to link both ISP and residents without HA being the middle man. Their willingness to pay installation costs is always a benefit, whilst the option of paying capex fees provides some flexibility for those wishing share revenue with them.