

## Optimity

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

### Urban areas

### Rural Areas

### Company Summary

Optimity is a 3 year old Internet Service Provider (ISP) that provide wireless broadband via antennas mounted on building rooftops.

<http://www.optimity.co.uk/>

Twitter: @optimityLTD

Facebook:

### Contact

Email: [londonplus@optimity.co.uk](mailto:londonplus@optimity.co.uk)

Tel: 020 7749 1000

### Summary of Offer

Optimity's high speed network can provide fast, secure 10Mb – 1Gb connections and they tailor their offer to meet the needs of the customer.

At present they mainly work with small and medium sized businesses in London, but they offer free wi-fi to an

increasing number of residential properties. They are also looking for opportunities to partner with social housing providers.

#### Details of Offer

##### Offer to Tenant

Optimity's core offer is targeted at small and medium sized business.

However an additional benefit is that they offer free wi-fi to residential properties in the buildings where they have antennas installed.

Wi-Fi is free for tenants for as long as Optimity are allowed to have their equipment on a building's rooftop

##### Business to Business

It does not cost businesses anything to have wi-fi antennas installed, but they do need to be able to give Optimity access to their building's rooftop. Businesses then pay a monthly fee to use the broadband and running costs for the antennas is extremely low (in the tens of £ per annum). This is not currently a service that is tailored for rural areas.

Optimity are looking to work in partnership with social landlords to help them get their tenants online. In return for getting permission to place antennas on rooftops, they are offering to provide free wi-fi to the residents living in these buildings.

#### Existing partnerships with CHI members

##### Housing Association

n/a

##### Summary of partnership

n/a

##### Want to know how it's going?

n/a

#### CHI Review/Opinion

Optimity are still a relatively new broadband provider and currently operate only in London, but they are expanding fast and their offer is simple and easy to understand, which might help you when selling the idea internally.

They will appeal to landlords who are prepared to use their properties to pilot alternative connectivity solutions for their residents, which are free of charge to the end user.