



True full fibre broadband

for your property

Bringing future-proof ultrafast fibre optic broadband to new and existing buildings

[optifyyourworld.com/full-fibre](https://optifyyourworld.com/full-fibre)

**optify**<sup>®</sup>  
by PCCWGlobal

# Getting the broadband

# your residents deserve



Slow broadband speeds can wipe as much as 20% off the value of a property and a lack of superfast connectivity can be a deal breaker in property sales and rentals. *Source: Rightmove study, 2014*

Superfast broadband; today, it's as much a utility as gas, electricity and water, so we make sure it's as straightforward for both you and your residents.

Superfast access to the internet enhances the quality of living for home owners and tenants alike. Ensuring it's available makes good business sense for any developer, owner or property manager.

Using the latest fibre optic technology, we can make sure that your building is connected with up to 1 Gigabit broadband all the way into each apartment/unit.

## Why take fibre broadband from us?

We partner with you to guarantee an exceptional ultrafast service to your occupants. This gives you a further edge in what is one of the most competitive markets in the UK.

Whether yours is a luxury new development, or an established or heritage property, we can deliver faster broadband and happier residents.

Most important for you is that we provide the investment in infrastructure and then deliver the services direct to your customers.

**Deploying ultrafast fibre broadband can cost you nothing.**

## Highlights

### For you:



A trusted, supported offer that will enhance the value and desirability of your building



Put your property on the map, with the UK's fastest broadband speeds



Future-proofed network designed to be easily upgraded



No financial outlay by the property owner or manager



Wireless solutions for common areas, like foyers, lounges and gyms

### For your tenants:



Competitive customer packages, with speeds from 50 Megabits up to 1 Gigabit



No upfront setup cost and no need to pay line rental



Unlimited data downloads



Instant access from their moving in date



24/7 support, taking the hassle away from the landlord





## The ABC of full fibre

We pride ourselves on our technology which brings fibre all the way to the router. Other providers have fibre that stops at the roadside cabinet or just inside the front door. This means that speeds are slowed down by the infrastructure put into the building – but not so with us.

Our solution uses a technology called GPON – a fast, cost-effective method of deploying fibre broadband without the bottleneck of copper or Ethernet cables.

## Full fibre benefits

Whatever your building type, scope or need, we have the right solution for you; scalable, future-proof fibre optic solutions delivering speeds of up to 1 Gigabit and beyond.

We will deliver a fibre connection to your building, installing a small amount of equipment to a central location.

Our engineers will then discreetly install fibre optic cables throughout the property to allow your residents to connect to our service.

Having a full fibre installation in your building brings many benefits:

### For you:

- Fewer cables than Ethernet
- Less power required – and no power along the cable route
- Less space required for infrastructure and equipment
- The potential for 10+ Gigabits speeds in the future
- A more discreet and sympathetic deployment

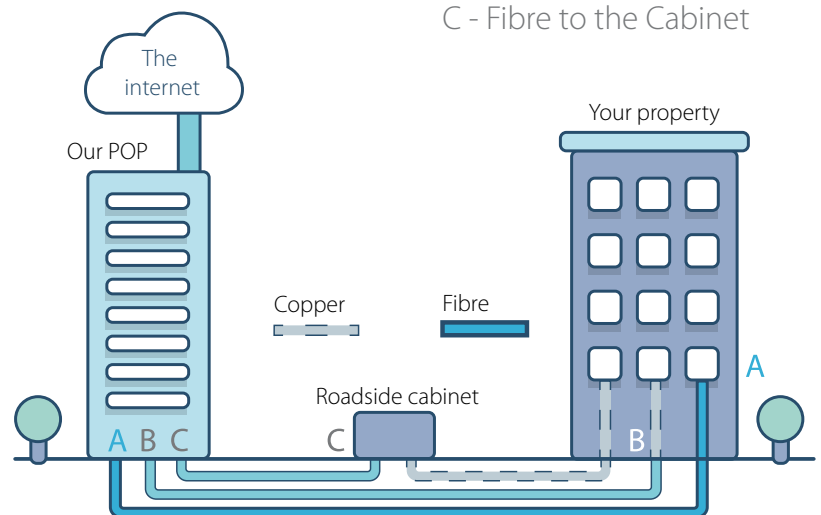
GPON is future proofed, allowing hundreds of gigabits of data in the future on the fibres we install today and with up to 70% less infrastructure than rival technologies.

**No other provider is offering this technology as standard across the UK.**

### A - Fibre to the Apartment

B - Fibre to the Building

C - Fibre to the Cabinet



### For your residents:

- The UK's fastest broadband speeds
- Uninterrupted 4K TV streaming
- Great customer service
- Great user experience
- Great value internet from an award-winning provider

## We know property

We've been deploying bespoke fibre optic and Wi-Fi solutions for multi-occupancy residences in the UK since 2000.

Our parent company, HKT Group, provides internet solutions to over 70% of Hong Kong's private rented sector properties. Honed in one of the world's most technically advanced urban environments, we're now bringing this experience to the UK, to enable the next generation of smart buildings.

From the very latest residential development to older, listed buildings, we always provide a sympathetic and hassle-free installation.

We make sure you are fully supported during and after the install. You will get dedicated account management from our national team, backed by 24/7 UK-based customer care for you and your residents.

Once contracts are signed, our hyper-local marketing gets your residents excited and ready for their ultrafast broadband.

Just leave it to us to provide a future-proofed installation that will enhance the value of your property. And for larger projects, there's no financial outlay required from you.

## About PCCW Global

PCCW Global is one of the world's leading communication service providers, with a presence in major UK cities and high-speed links to Europe, the US and Asia. As a group, we believe in providing a technically advanced solution that can deliver today's top speeds, but also be easily upgraded for tomorrow's.

In the UK, we are a leader in supplying fast and reliable internet services to large multi-tenanted properties. Our range of managed internet solutions includes fibre and wireless broadband for homes and businesses, and our full fibre residential and business internet access can provide speeds of 1 Gigabit and beyond.

## Optify your world.

### Contact us

[hello@optifyyourworld.com](mailto:hello@optifyyourworld.com) | +44 (0) 333 308 0080

PCCW Global Networks (UK) plc, University Court, Staffordshire Technology Park, Stafford, ST18 0ES

To learn more about PCCW Global's full fibre broadband, explore [optifyyourworld.com/full-fibre](https://www.optifyyourworld.com/full-fibre)

## The benefits of Optify® full fibre broadband



### **Boost your property value**

Ultrafast broadband for your residents will add value to your property and attract tenants



### **Future-proof full fibre**

Future proof solution that supports 10 Gigabits+ and avoids costly technology swap outs



### **We do all the work**

Swift installation and fully project-managed deployment means less work for you



### **New builds and retrofits**

Suitable for retrofits as well as new builds, to put your building on the map



### **Fully managed customer solution**

Full end-to-end customer solution with UK-based 24/7 customer care



### **Opens the door to more cost savings**

Technology to enable smart buildings