

# Enabling

# digital inclusion

Great value broadband  
from a trusted provider.

**optify**<sup>®</sup>  
by PCCW Global

Our aim is to help you provide access to critical services and increase digital inclusion.

## Broadband for assisted living

It has never been more important for the tenants of housing associations to have good access to the internet. The question is, how can you provide access, so that it's convenient for them, while also being affordable for you?

From our experience of working with housing associations, and providing internet services to other public sector organisations, we have developed a fully-featured internet solution for assisted living accommodation.

Our solution offers basic internet access to residents, delivered over Wi-Fi that is free of charge to them at the point of use. The costs for providing the basic service are met by the housing association, and in return, we survey, design, build, monitor and maintain the service – fully managed, 24/7.

You will have a large part to play in what the solution looks like for your particular assisted living properties, and be able to specify the services you would like your tenants to access freely, at no cost to them.

## Our assisted living broadband solution

### 1. Internet connectivity to the property

We provide the internet connection to each property, selecting the best option available. This could be dedicated fibre optic for larger properties, or from a choice of cabled broadband for smaller properties.

### 2. A robust, reliable Wi-Fi network

We use the latest technology to provide building-wide internet access for residents and housing association employees. We also offer two delivery mechanisms: a Wi-Fi router in each apartment (a traditional home broadband model) or a whole-building Wi-Fi "overlay".

### 3. A customised "walled garden" portal interface

Designed in collaboration with you, this allows residents to connect to the Wi-Fi network and gain free access to specific external websites. These offer services from key service partners such as the local council, Citizens Advice, education providers, libraries and the emergency services – see example overleaf.

### 4. Free internet access and upgrades

Optionally, residents can register an account which will give them a basic, free-to-use, internet access service. And if you feel it's appropriate, we can offer upgraded internet access with higher speeds, the costs of which would typically be paid for directly by the tenant.

### 5. Voucher-based account creation

In some cases, you may want to give certain tenants a different set of account options from the default. For example, you might want to offer an upgrade to a faster service without the tenants paying for it. We can do this by creating custom voucher codes which allow access to a different product option when used.

### 6. Flexible financing options

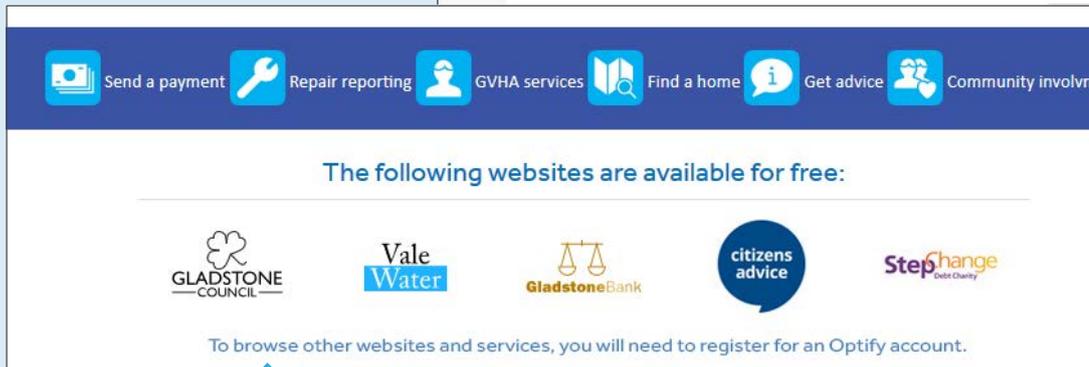
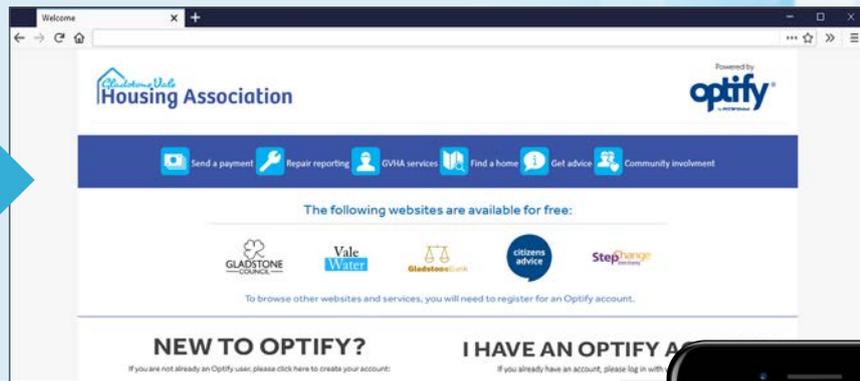
You can choose how you want to pay for the service and spread the costs of the installation and infrastructure.

### 7. UK-based 24/7 customer care

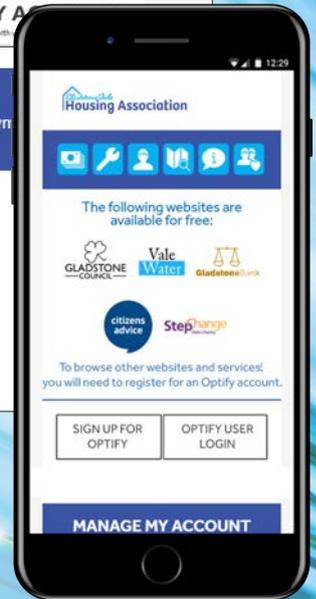
We offer support and assistance to all end users, around the clock, every day of the year.

## The “walled garden”

We create a bespoke portal for each housing association, where their tenants can connect to the Wi-Fi network and access a “walled garden” service without being required to create an account.



The links at the top take the visitor to the relevant sections of your own website, and the links below this take them to authorised external websites. All of these links can be customised by 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.

## Benefits

-  Superfast internet connectivity for your tenants
-  Affordable for you and your tenants
-  Secure, reliable Wi-Fi
-  Customisable interface with “walled garden” option
-  Flexible packages and upgrade options
-  24/7 UK-based customer care

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To learn more about PCCW Global’s broadband for assisted living accommodation, explore [optifyyourworld.com/assistedliving](https://www.optifyyourworld.com/assistedliving)

**PCCW Global**