



# **Delivering the UK's fastest broadband to new build residential developments**

An overview of our Gigabit fibre networking and smart building solutions



## Who is PCCW Global?

PCCW Global is the leading UK provider of fibre internet solutions to buildings.

We're are the international division of HKT, Hong Kong's premier telecoms service provider.

Covering more than 3,000 cities and 160 countries, the PCCW Global network supports a wide portfolio of integrated global communications services.

In the UK, we offer the fastest internet speeds available anywhere. While most other providers can offer up to 1 Gigabit (1,000 Megabits per second), we can offer 10 times that – 10 Gigabits per second.

This is partly because of our vast experience and know-how, brought over from Hong Kong – one of the world's most technologically advanced cities.

But also, in the UK, we've been supplying broadband solutions to multi-tenanted properties for over 20 years, so we understand and deliver your requirements.

### And the best thing is...

We can bring future-proof fibre optic infrastructure into buildings at no cost to the developer or owner.

## What we do

**We work with developers, freeholders, and property managers to bring unrivalled services to residents, improving their customer satisfaction and increasing the attractiveness of their properties.**

# PCCW Global

## Digital Solutions Delivered



## Your reliable building technology partner

### Stable and influential

We are an established business. Our parent company has been around for nearly a century and is the dominant telecommunications player in the Far East.

### Flexible and agile

We have the financial flexibility to offer a variety of commercial models to suit different circumstances and customer journeys. And although we are part of a much larger organisation, we have the freedom in the UK to respond to opportunities and cater to bespoke requirements.

### A global player

We have scale and are financially secure. We supply millions of customers around the world and have regional offices in Belgium, China, France, Greece, Japan, Korea, Singapore, South Africa, the UAE, UK and the USA.

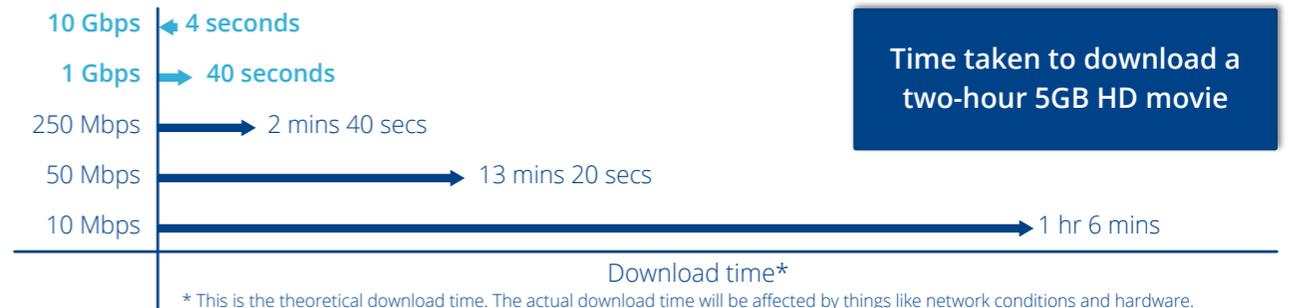
### We're sticking around

We are not building up our company to sell it. Our UK business is part of a global strategy to deliver cutting-edge digital solutions to growing industry sectors, and to demonstrate product innovation.



## What is different about us?

- ✓ We are the only ISP offering speeds of 10 Gigabits in the UK.
- ✓ We have the widest product set of any operator in our sector.
- ✓ We offer guaranteed Day One connectivity.
- ✓ We will provide build phase broadband access for your construction team.
- ✓ We aim to be a one-stop-shop for your building tech needs, providing fibre internet, communal TV systems, CCTV and lots more.

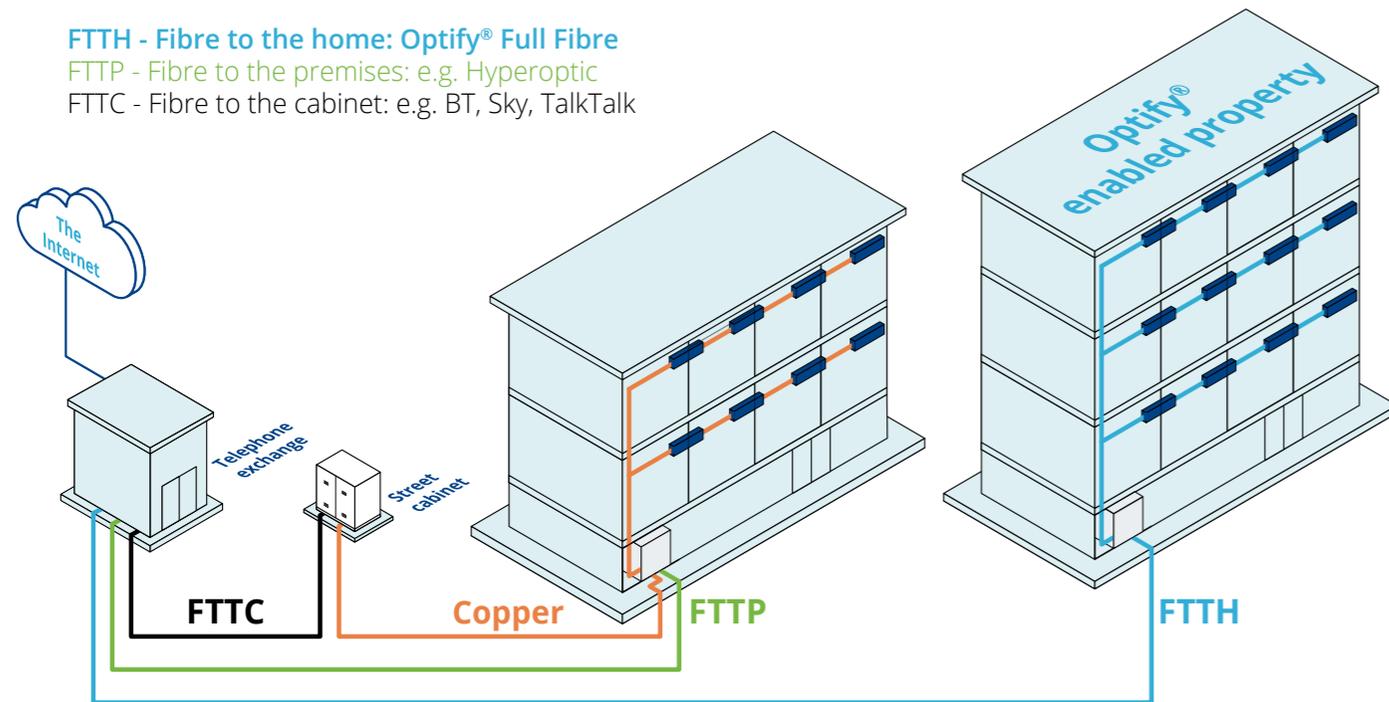


# True full fibre

We take our fibre all the way to the back of the router in each home. Your building will be entirely networked with fibre optic cable, and therefore future-proofed for many decades to come.

Go ahead and ask your existing broadband partner whether they bring fibre into the building and all the way to the back of their router.

**FTTH - Fibre to the home: Optify® Full Fibre**  
FTTP - Fibre to the premises: e.g. Hyperoptic  
FTTC - Fibre to the cabinet: e.g. BT, Sky, TalkTalk



# What you will get

We deliver our service using fibre optic technology. Only fibre optic technology. We don't use any copper wiring, such as Ethernet, in our networks. And it's because we just use fibre that we can offer speeds up to 10 Gigabits today, and much more in the future.

Our fibre starts at the telephone exchange and ends in the back of a customer's router. We don't stop the fibre at the building's boundary. Instead, we bring it into the building and right into the apartment, office, or home.

Fibre optic cable is future-proof technology, and by exclusively using fibre, and no copper, we are ensuring that the cabling won't need to be ripped out and replaced to achieve greater speeds in the future. As such, the service can be upgraded simply by changing the hardware at each end of the cable.

## The benefits of full fibre

### For you:

- ✓ Less physical equipment is required, meaning less space and less power needed.
- ✓ Free issue of all materials required for the installation of our broadband infrastructure.
- ✓ Fewer cables are required than Ethernet, and the cables are much thinner.
- ✓ Less equipment means lower maintenance requirements, and less things to go wrong.
- ✓ It's future-proof, offering the potential for speeds beyond 10 Gigabits. You can choose to take 1 Gigabit now and then upgrade later without replacing the fibre itself.
- ✓ You get a more discreet and sympathetic deployment.

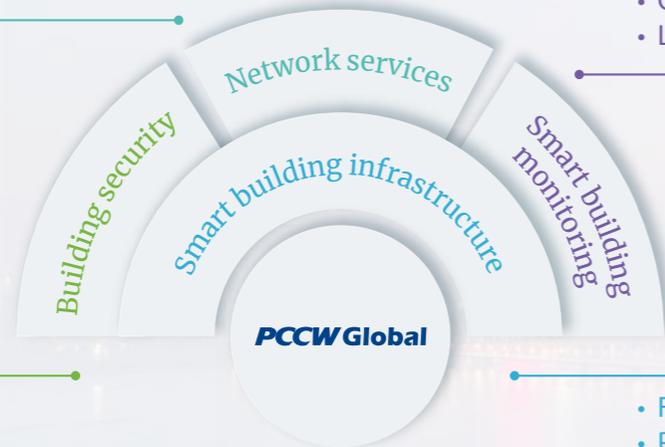
### For your residents:

- ✓ The router pre-installed within the premises allowing for instant service activation.
- ✓ The UK's fastest broadband speeds, by far.
- ✓ 3 months' free trial of any of our broadband products.
- ✓ Uninterrupted 4K TV streaming – no buffering or waiting for content to load.
- ✓ Great customer service that's delivered from our UK-based customer care and network operations centre.
- ✓ A great user experience, and unlimited downloads.
- ✓ Great value internet from an award-winning provider.
- ✓ No need to pay for a landline.
- ✓ Great deals on Sky packages.

## Our product set at a glance

- Consumer broadband
- Business internet
- Guest Wi-Fi
- Digital signage
- Communal TV & Sky Q
- IT security
- UCaaS

- Energy monitoring
- Legionella compliance
- Environmental monitoring
- Tenant billing
- Occupancy detection
- Leak detection



- CCTV
- Video walls
- Intercom
- Access control
- ANPR
- PA systems
- Under vehicle surveillance
- Asset control

- Fibre infrastructure
- Pervasive Wi-Fi
- IoT connectivity
- Remote access
- Broadband-in-a-box
- Private circuits
- Fibre IRS

Optify, our UK connectivity platform, provides a future-proof fibre and resilient Wi-Fi infrastructure that in turn supports a range of smart building services. These include communal TV & digital signage, building security solutions such as CCTV, access control & intercom, and smart monitoring & control applications that track and report energy usage, environmental conditions, food & water safety compliance, and room or desk occupancy. All solutions are built on our smart building infrastructure.

## What comprises Optify® Smart Building Solutions?

- ✓ **Smart building infrastructure**  
With a dedicated fibre connection to the PCCW Global core network, fibre throughout the building, coupled with best-in-class Wi-Fi and IoT connectivity enables a connectivity ecosystem.
- ✓ **Network services**  
Building occupants can enjoy 10 Gigabit home & business broadband, with fibre-based communal TV, public Wi-Fi and digital signage.
- ✓ **Building security**  
Support for the latest network-based CCTV, access control and intercom solutions, improving building security by increasing equipment uptime and reducing costs.
- ✓ **Smart building monitoring**  
A range of IoT applications running on our smart building infrastructure that save costs, improve building safety, comfort and convenience.

You can get the fastest broadband speeds available in the UK, realise cost savings in terms of energy consumption and manpower, increase the value and marketability of your properties, and make your buildings work harder for you.



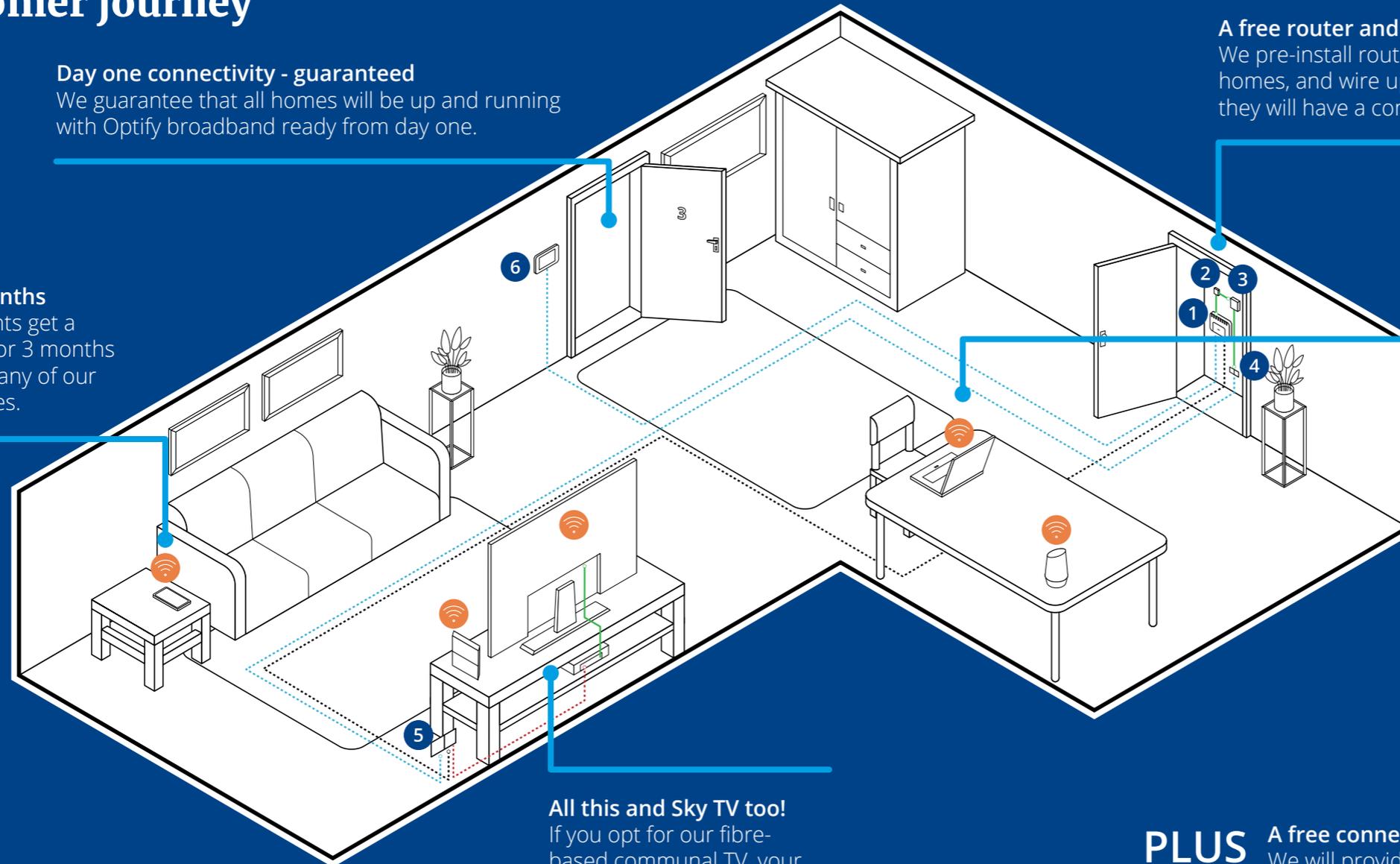
# The customer journey

## Day one connectivity - guaranteed

We guarantee that all homes will be up and running with Optify broadband ready from day one.

## Free trial for 3 months

All first time residents get a no-obligation trial for 3 months so they can try out any of our broadband packages.



## A free router and media terminal

We pre-install routers into each of your residents' homes, and wire up the fibre TV system. This means they will have a connection from day one - guaranteed!

## Get online in minutes

A simple and intuitive registration process means they can be online in minutes, and our 24/7 UK based care team are on hand if there are any questions.

- 1 Wi-Fi router
- 2 Fibre terminal
- 3 TV router (GTU)
- 4 TV wall socket
- 5 Media plate
- 6 Intercom

## All this and Sky TV too!

If you opt for our fibre-based communal TV, your residents can enjoy state-of-the-art entertainment.

## PLUS A free connection for you

We will provide a complimentary broadband connection for your building's marketing suite.

## Amazing fibre broadband

- ✓ Customers can pick Broadband only and Broadband & Phone options
- ✓ A choice of 12-month contract and "No contract" packages
- ✓ Unlimited downloads and no restrictions
- ✓ No landline required
- ✓ All speeds are symmetrical - upload and download speeds are identical
- ✓ Integrated fibre based TV system
- ✓ Exclusive Sky package deals
- ✓ 24/7 UK-based customer care



## Available options

### Optify Home Fibre 50

- ✓ Reliable and solid broadband.
- ✓ Good for multiple devices and initial steps into home automation.

### Optify Home Fibre 250

- ✓ Our most popular package, ideal for a household with many devices.
- ✓ Great for streaming HD shows.

### Optify Home Fibre 1000

- ✓ The fastest residential broadband available today
- ✓ Perfect for 4K or 8K TV streaming and heavy gaming
- ✓ Download huge files and HD films in seconds.

### Phone service

Anytime UK and international calling options

### Television options

With our fibre-based communal TV system



## How we will work with you



1

Engage with PCCW Global through your dedicated account manager.



2

Using your site plans, we will produce a network design at no cost to you.



3

Once a wayleave agreement is signed, a dedicated project manager is assigned.



4

We will work with your chosen M&E contractors to install our free kit.



5

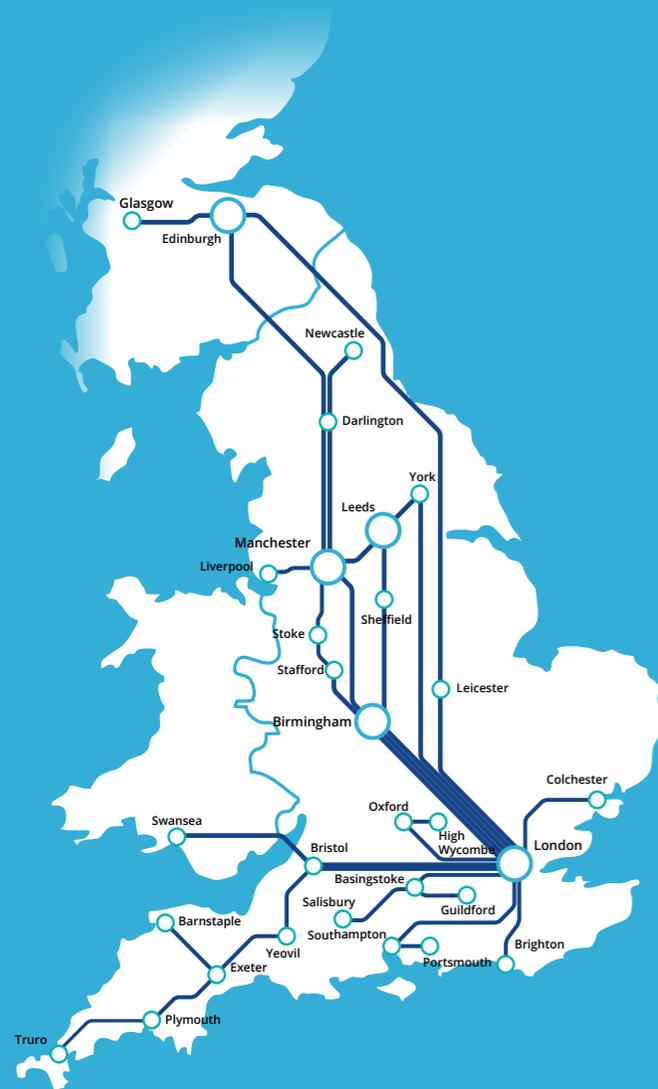
To guarantee day one connectivity, we will pre-install routers and any other hardware as necessary in each home.



6

Initial residents will be entitled to a no-obligation 3 months' free trial of the UK's fastest full fibre broadband, and can be up and running in minutes.

## Our network



## Our accreditations



Quality management



Environmental management



Information security management



Occupational Health & Safety



RM6103 Education Technology Framework - provision of Broadband Fibre Infrastructure and Services



Certified to meet requirements relating to cyber security

## Our awards

### CAHK STAR Award:

Best International Carrier 2019  
Digital Transformation Award 2019  
Innovative International Carrier 2018

### Telecoms World Awards Middle East:

Virtualisation & Cloud Infrastructure Award 2019  
Best International Wholesale Carrier 2011 – 2017

### GCCM Awards:

Best Cloud Innovative Operator 2019  
Unified Communication Online 2018

### Telecom Asia Awards:

Most Innovative Customer Service Project 2019

### MEF Awards:

Best Wholesale Service Provider – Global 2015, 2016, 2017, 2018 & 2019

### World Communication Awards:

Industry Executive of the Year 2018  
Digital Lifestyle Award 2018

### Global Carrier Awards:

Best Subsea Innovation 2018  
Best Voice Innovation – Emerging market 2018

### Carriers World Awards:

Best Platform Initiative Award 2018

### Telecom Review:

Best Global Carrier 2019  
Best Smart City Platform 2019



## In summary

- The UK's fastest broadband, with speeds up to 10 Gigabits.
- A UK-wide network serving thousands of subscribers.
- The only ISP capable of offering broadband, communal TV, intercom and door entry, security solutions, and building management.
- To maximise return on investment, we can use the fibre network in your building to deliver top-class communal TV - Sky and Freeview in UltraHD.
- Award-winning partner with our own 24/7 UK-based customer care centre.
- Part of the HKT group - a tier one global telecoms company.

## Contact us

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