



# Get the winning combo for a digital future

Unlock the combined power of broadband  
and a digital phone line with Broadband One  
and WHC Express

May 2025





# Power up for a digital future

When we talk about a digital future, it's tempting to think of it as a far off date. Somewhere we'll get to sooner or later. But the reality is that it's happening now, and we all need to get on board.

## 12%

How much average internet speeds increased between 2022 and 2024

## 2027

Traditional phone lines will be phased out before this deadline

## £3.4bn

How much the UK cloud voice market is set to grow by 2028

These near-future timelines mean businesses need to prepare for the new world of all-IP now. They need new digital solutions and ultra-fast, ultra-reliable broadband that can easily handle calls, bandwidth-hungry business apps and a rise in internet traffic.

It's a great opportunity for you to help your customers get ahead of the curve – and with the right partner, increase your revenue in the process.





# The freedom to work flexibly

More than three quarters (76%) of UK businesses now offer their employees some kind of workplace flexibility.<sup>1</sup> That includes remote working, flexi-time and job sharing – all of which can boost morale and overall productivity.

The number of fully remote roles has dropped in recent years, but many employees are now hybrid workers. In fact, 28% of UK workers spend at least one day of their week working from home.

For them, the move to digital phone lines comes at exactly the right time. Cloud-based communication and collaboration solutions mean teams can stay connected and productive, regardless of where people are on any given day.



## 56

The average number of minutes that working from home saves per day<sup>2</sup>

## 75%

of employees want more flexibility in how they work<sup>3</sup>

## 59%

of employees without flexibility plan to leave within the next 12 months<sup>3</sup>

## 56%

of businesses prefer a hybrid working model.<sup>4</sup>

<sup>1</sup> British Chambers of Commerce's (BCC) Insight Unit, 2023

<sup>2</sup> Office for National Statistics, 2024

<sup>3</sup> New Possible, 2025

<sup>4</sup> JLL, 2024



# Unleash the power of full fibre

People are making more video calls, uploading and sharing files, syncing to cloud systems, collaborating on live documents and a whole lot more. Your customers need broadband that's built for the new world of work and your support in making the leap to a digital future.

Fibre to the Premises (FTTP), or full fibre, delivers our fastest broadband speeds right to your customers' door. Thanks to a fibre optic cable that runs directly from our exchange to your customers' business premises, it's our most reliable connection yet, with speeds of up to 1Gbps.

The full fibre roll-out is turbocharging the UK. Giving more people access to ultra-fast, reliable broadband will help you support remote and hybrid workers, so your customers can optimise productivity.

## 85%

of the UK can now get 1Gbps broadband<sup>1</sup>

## £66bn

How much full fibre could boost the UK economy by 2029<sup>3</sup>

## 93.62Mbps

was the average download speed in the UK in 2024<sup>2</sup>

## £3.7bn

is how much we invest in our network every year

We're leading the way for full fibre. And we're showing our commitment by investing £15bn to reach our target of 25 million premises by 2026, bringing next generation connectivity where you and your customers need it most.

<sup>1</sup> Think Broadband, 2024   <sup>2</sup> Cable.co.uk, 2024   <sup>3</sup> Openreach, 2024





# Embrace the digital future with Broadband One and WHC Express

We've combined the power of broadband and a digital phone line, so you can offer your small business customers the tools they need to transform.

Together, Broadband One and WHC Express make the ultimate solution for an all-IP world. They keep your customers connected anywhere, anytime, while helping you make the most of your opportunities and increase your revenue faster.

**Two solutions. One partner.  
All on the network the UK relies on.**







# What is Broadband One?

Broadband One is our managed connectivity service designed to meet your customers' increasing bandwidth demands.

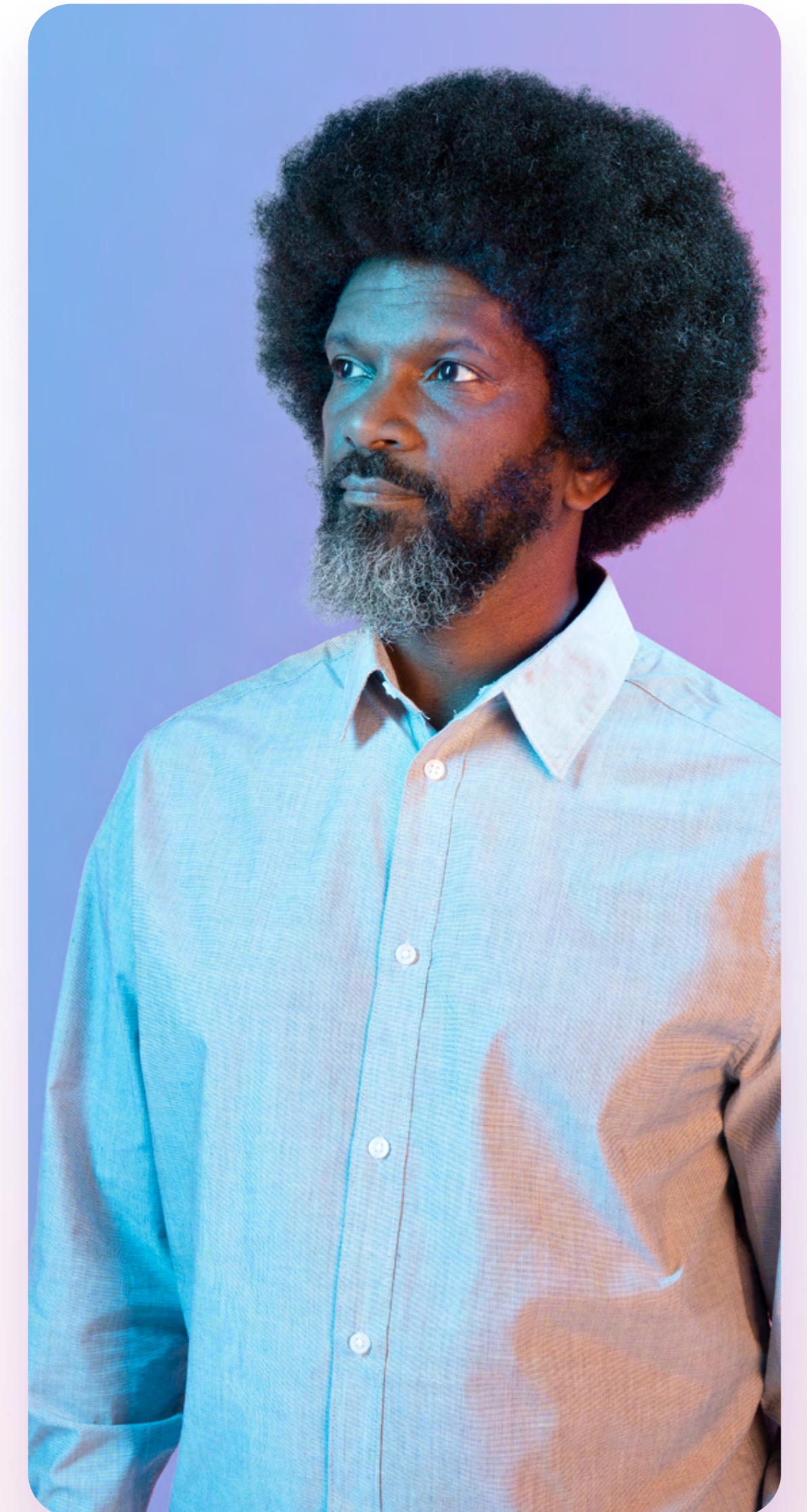
Choose from a range of connectivity options, including SoGEA and FTTP, with speeds of up to 1Gbps. There are no set-up costs either, so your customers can get up and running quickly, and it's easy for you to order using our online portal.

## Why choose Broadband One?

- **We'll do all the heavy lifting.** Broadband One is a future-ready solution that you can sell right now. With our managed service, our experts will be on hand to make sure you're always getting the best out of our network. So – so you can sell with complete confidence and focus on growing your business.
- **Get things done, simply and quickly.** Through our self-service portal you can order, add, upgrade and manage everything online. So That means you can keep control of your orders and spend more time focusing on your customers' needs.
- **Flexible and scalable bandwidth.** Whatever the size and type of your customers' organisation, you can tailor a service that's just right for them. It's easy to select access options, and speeds up to 1Gbps. And there's a choice of broadband options too – including full fibre and SoGEA.
- **On the network the UK relies on.** Your customers can do more with broadband that won't let them down. Our network provides the highest levels of resilience and is the only one in the UK offering 99.999% availability. Plus, we're building extra capacity into our network now, so you won't need to worry about bandwidth demands increasing in the future.

## Why now?

By 2027, traditional phone lines will be switched off and your customers will need a broadband connection to make and take calls. Broadband One is ready for future change. Move them to full fibre now and you'll never need to move them again.







# What is WHC Express?

WHC Express uses voice over internet protocol (VoIP) technology, so your customers can make and take calls over their broadband network. It's a simple way to move away from traditional landlines – and all at a very competitive price.

## Why choose WHC Express?

- **Do more on the move.** Small businesses can't afford to miss a call. With WHC Express, customers can stay connected across mobile and office handsets. And if they move premises, they can take their number with them, giving them the freedom to work anywhere. Plus, with our built-in bundle rates they don't have to worry about call usage either.
- **Easy self-service.** Save time, work smarter. Ordering WHC Express takes less than two minutes on Business Zone. Customers can manage up to 10 users, and you can plug our new APIs into your business system to make ordering in volume even quicker.
- **Features at their fingertips.** Using our brand-new mobile app, your customers can move seamlessly between devices, with the same call features across them all. Voicemail, call divert, call hold, out of hours. All set up at the touch of a button and automatically saved.
- **Simple to use, no surprises.** Give customers a great choice of IP phones, with our enhanced range of cordless, wired and analogue telephone adaptor (ATA) options. Their number will automatically transfer to the new broadband line when they plug in their new handset. No fuss, no delays.

## Why now?

WHC Express is a great starting point for your customers' digital transformation journey and a simple way to get them ahead of the 2027 switchover.



# Small businesses. Bigger reach.

Businesses of every size will need to find a new way to connect when traditional lines are phased out by 2027. But there's a higher number of small and medium-sized businesses in the UK who are still using traditional lines, and they'll all need to make the digital switchover.

With our winning combo, you can extend your reach to include everyone and expand into this growing sector – meeting the changing demands of small businesses in a simple and reliable way.

**99.98%** of all businesses in the UK are SMEs<sup>1</sup>

**4.1m** SMEs are single-person enterprises<sup>1</sup>

**16.6m** people are employed by small and medium-sized businesses<sup>1</sup>

Small businesses range from home-based businesses and start-ups, to more local businesses with a single site. Communication is key. They need to be easily reachable to customers, and they need a way to make and take calls on any device, anywhere, at any time. That means they need broadband that can carry calls without compromising data connections. Our winning combo gives them both.

<sup>1</sup> Department for Business & Trade





# Why partner with us?

## Flexible service and support

As a single supplier for voice, broadband, equipment and more, we're the ideal partner for any digital transformation journey. We've got more than 2,000 wholesale experts delivering the best solutions, plus an ecosystem of trusted partners. We'll help you deliver the kind of customer experience that makes sure your business thrives.

## Our Partner Plus Programme

With Partner Plus, you'll be among the first to access the cutting-edge products and services we create. We'll be there to support you at every turn with dedicated account managers, marketing specialists, accredited online training courses and exclusive partner events.

## There's no other network like ours

We're the network the UK relies on. Always on. Always secure. Always there. It's the biggest in the UK and it offers 99.999% availability, bringing connectivity to places that other providers simply can't reach. We invest £3.7bn in our network every year to make sure we stay ahead. It means your customers' calls stay clear and connected, wherever they are.





# Make the **winning combo** part of your success

Unlock the combined power of broadband and a digital phone line with Broadband One and WHC Express. Speak to your account manager today, or visit **[btwholesale.com/combo](https://btwholesale.com/combo)**

## Offices Worldwide

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