



Case study

APIs and innovation: How ICUK is making it simple for broadband customers to switch to all-IP

With BT Wholesale as a trusted partner for over two decades, ICUK is leading the charge toward an all-IP future with its automation-first approach.



About ICUK

Leslie Costar and Paul Barnett started ICUK in 2001 from a bedroom in Croydon, South London, reselling dial-up broadband. Since then, the company has grown to offer a complete connectivity and telecoms solution through its award-winning control panel, built by its own in-house development team. We've been working with the ICUK team since the beginning, supporting them on their incredible growth journey.

icuk

ICUK works with more than 950 resellers, providing connectivity to some of the biggest retail, logistics and delivery businesses in the UK and the rest of the world. Yet its core team consists of just 21 people – a testament to how efficient its software is. Built on the design philosophy that simple is best, the company's online portal lets ICUK customers place, track and interact with orders, as well as handle faults with full automation.

As a small, nimble business with efficient operations at its core, ICUK needed a partner that could seamlessly connect via APIs and complement its automated offering. Crucially, it wanted to integrate broadband fault handling into its portal so its customers could run diagnostics, find a fault and book an engineer to fix the problem all within a matter of minutes.

Thinking about the bigger picture, ICUK also needed a reliable partner to support its all-IP ambitions. As the public switched telephone network (PSTN) reaches the end of its life, it's becoming ever more unreliable, prone to faults and difficult to maintain. Both BT Wholesale and ICUK are urging customers to act now so they can go fully digital and break their reliance on ageing legacy networks.

The solution is simple

ICUK's success in moving its growing customer base to the latest full fibre broadband has been driven by a focus on automation and simplicity. ICUK is the only partner to use every single one of our broadband APIs, from testing to fault diagnostics and handling.

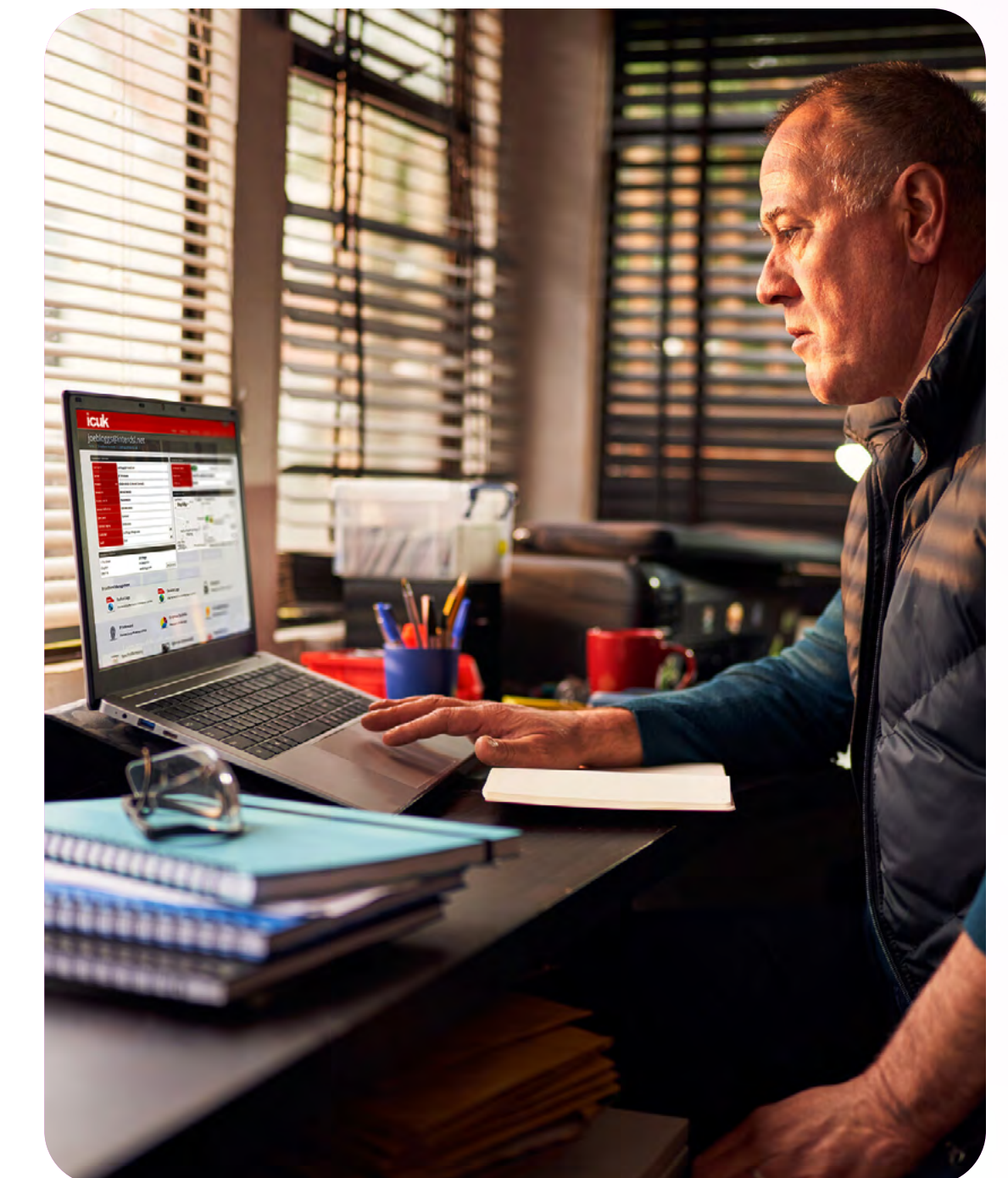
Our broadband fault diagnostics and handling has been a game-changer. The simplicity and effectiveness are outstanding; it can identify a fault and quickly get an engineer on the case. The result is a satisfied end customer who feels fully in control, all with minimal input from ICUK itself.

“At ICUK, our goal is to constantly simplify things and listen to the needs of the customer. BT Wholesale's excellent APIs – as well as its coverage – make it a natural choice. The simplicity and effectiveness of its fault handling and automation process is something that really stands out for us. The excellent account management is a bonus, and I feel confident that BT Wholesale will deliver and listen to my feedback.”

Paul Barnett

Founding Director of ICUK

To support a smooth transition to all-IP, we also help ICUK to understand what customers want and where it can improve customer service. For example, the company has access to Openreach tools that visualise customers' estates and the digital solutions they can move to in their areas. This feeds into ICUK's 'Are you future-ready?' initiative, which lets customers see their legacy estate, from broadband to line rental, while ICUK reveals the upgrade paths and potential savings.



Being future-ready

It's clear that ICUK's commitment to simplicity and automation gets buy-in from customers. That's why it's setting a brilliant example of how to switch to all-IP. An impressive 92% of ICUK customers have moved their BT legacy estate to a digital network already.

At the same time, ICUK's broadband order numbers are still growing, and we continue to deliver for them. Among our partners, ICUK ranks in the top 20 for broadband orders.

And there's plenty more to come. We've been collaborating with ICUK for over 20 years, and we look forward to building on that partnership in future – creating new solutions and APIs to support the company's own innovation and product development.

“ICUK is a one-of-a-kind partner. It has a self-motivated team, who pride themselves on giving the best customer service, in the simplest way possible. That's why its self-service portal is so good and why it's plugged into every BT Wholesale API. What I love about ICUK is that it constantly has its eye on the future – evident by its impressive all-IP numbers. I can't wait to see what they do next, and I look forward to continuing to innovate together.”

Gavin Jones

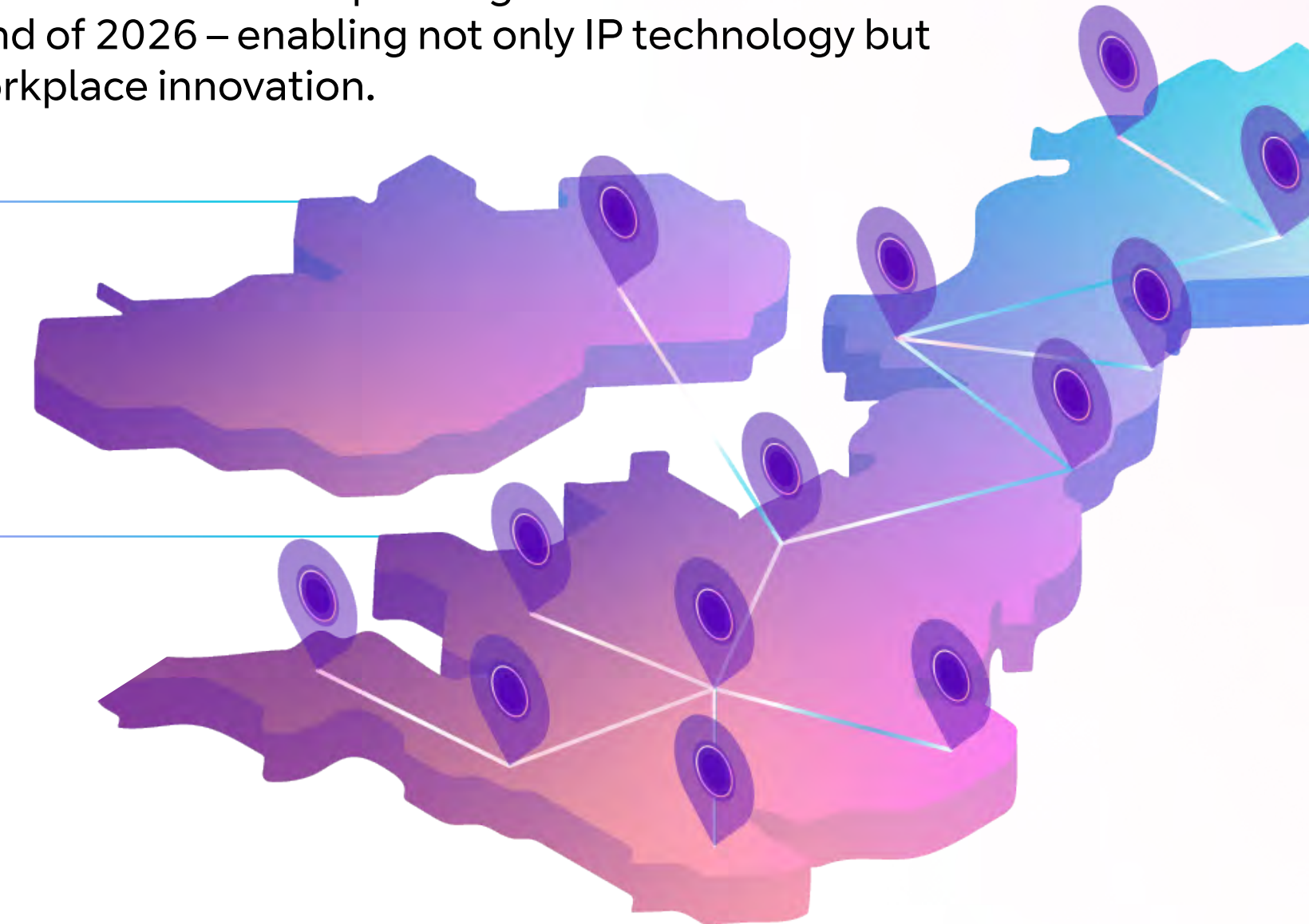
Channel Director, BT Wholesale

Make the switch today

Ofcom's recent [Connected Nations report](#) shows that in 2024, the number of significant network resilience incidents involving the PSTN increased by a massive 45%. Put simply, the PSTN is no longer fit for purpose. Channel partners and their customers must embrace the digital switch now and start reaping the rewards.

Our network stretches right across the UK, delivering high-speed internet and telephony to millions of homes and businesses. We've invested billions in our infrastructure, making sure it offers you and your customers speed, reliability and security. Part of that investment includes expanding our full fibre network to 25 million premises by the end of 2026 – enabling not only IP technology but many other aspects of workplace innovation.

To learn more about the switch to all-IP, visit btwholesale.com/all-ip or speak to your account manager.



Offices Worldwide

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