


Advanced

Advanced businesses are typically mature, traditional firms, despite having high IT dependency remain people led. They've less complex estates of premises, usually a single large site or a small number of medium-sized sites. They see IT as a driver of productivity from employees and less important to their growth strategy. They aim to keep cost to a minimum. These firms are skewed towards production and distribution sectors.

Estimated  **261k companies**
(5% of UK businesses)

 **Market value c.£10.4bn**
(voice calls, line rental and data access services)

 **£40k**
per year
Average spend on voice calls, line rental and data access services.

Physical profile

- Typically 50+ employees but some are smaller
- Employees spread across 1 to 9 sites – nearly half are based in a single location
- Established firms with majority operating for more than 10 years
- Less connected employees who use technology to support day-to-day work rather than to innovate
- Typically production and distribution firms.

Connectivity profile

- Just over half are served by data circuits (Ethernet/leased lines) – particularly those located in one large site
- Broadband is a mix of copper and fibre to service the needs of smaller sites
- Security is a concern, with valuable assets and goods to protect, driving high usage of security apps and CCTV circuits
- High users of M2M to monitor their own operations at remote locations.

What's on their minds?

Connectivity

- Centralised nature of many businesses drives a need for fewer high capacity links offering sufficient bandwidth (typically 100Mbps)
- Fibre broadband provides bandwidth needs to meet data growth at smaller sites
- Secure and reliable low bandwidth connections to support M2M and CCTV circuits.

Service needs

- Reliability of data circuits and voice lines is a concern but of larger sized segments they are the least impacted – most would be disrupted by an outage but not seriously
- Their focus is on issue prevention (reliability and resilience) as opposed to a faster fault resolution time
- Consistent or guaranteed throughput on connection is desired to support business activities.

Future service and connectivity needs

- Growing need for higher capacity links (1Gbps+) to support critical operations at large sites
- Need for reliability and resilience will grow particularly for most important links – primarily broadband back-up and cost effective 'stand-by' circuits.

Recommended products and services

Connections and bandwidth

Dedicated symmetric high bandwidth offered by Ethernet 100Mbps & 1Gbps to connect medium and large sites
Fibre broadband (40/10 and 80/20) to connect sites with smaller employee numbers / operations less IT dependent and M2M sites / CCTV

Coming soon: Business FTTP, offering a range of speeds, up to 1Gbps.

Exceeding expectations

Security cleared named engineers where access is required to sensitive sites.

Source: Research conducted in April 2015. This document is part of our business market segmentation suite of materials. You can discover the full range on our Customer Information Zone at CIZ-openreach.co.uk

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