


# Advancing

Advancing businesses are smaller, agile firms, who primarily operate in B2B markets. They see IT and communications as central to their business and leverage it to achieve their desire to grow. They're the most IT dependent of smaller sized segments and are willing to take risks with new technology. Given their scale and budget, their investment in new IT is software rather than hardware-led. Having a prominent online presence is vital to support high levels of website driven transactions.

Estimated  **780k companies**  
(14% of UK businesses)

 **Market value**  
**c.£6bn**  
(voice calls, line rental and data access services)

 **£7.5k**  
per year  
Average spend on voice calls, line rental and data access services.

## Physical profile

- Typically 2-49 employees, though some are larger
- Most firms are located at a single site (75%) which focuses their communication needs
- Most common in financial and business services sectors.

## Connectivity profile

- Relatively small communications budget vs. their ambitions means many are dependent on ADSL but have lowest broadband ownership (89%) of all segments
- Data circuit ownership is the highest of all smaller sized segments (38%) reflecting single site profile and IT focus
- Lowest ownership levels of fixed voice lines (85%) with others using IP-based voice services.

## What's on their minds?

### Connectivity

- Increased bandwidth to accommodate high data traffic. Mainly driven by employee usage and driving sales growth
- High interest in fibre broadband as download and upload speeds meet their needs at majority of sites
- Website and hosted storage is important as is the connectivity to make sure they're effective.

### Service needs

- Very dependent on their connections, of <50 employee segments most impacted by half day outage. Some focus on faster repair while others with greater budgets favour back-up connections
- Interested in more convenient and flexible appointments (e.g. shorter and out-of-hours slots) to minimise impact on business operations.

### Future service and connectivity needs

- Fully move fixed voice lines to SIP/ Hosted PBX to leverage cost and functionality benefits
- Increased download and in particular upload speeds beyond those currently offered via fibre broadband – driven by increased use of hosted storage and other cloud applications and website based transactions

- Ethernet services to provide reliable connections and ensure bandwidth scales up as business grows.

## Recommended products and services

### Connections and bandwidth

Fibre broadband offering speeds up to and above 80/20 to support growing data needs

Emerging need for Ethernet (100Mbps) circuit, given data growth and highly reliable connection

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

### Exceeding expectations

#### More Focused Appointments:

(two hour slots AM or PM) and out-of-hours appointments

**Swift and certain repair for broadband and Ethernet circuits:** four-six hour response times.

**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](http://CIZ-openreach.co.uk)**