Prepare your business for the future with seamless connectivity
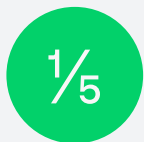
Contents

Mobile connectivity has been a lifeline through these post-pandemic changes, for both our home and work lives

New research suggests that many of us would have struggled without it.

1/5 In fact, one fifth of the UK's business has been protected by mobile connectivity since the global pandemic began[1].

But now we're looking to the future to see how we can bounce back better than ever before. And to do this, businesses need to focus their efforts on connectivity opportunities to drive even more growth.

In this guide you'll learn more about why connectivity is important, and what you can do to make sure connectivity can help power your business and give you the flexibility you need.

[1] According to new research from O₂ in partnership with Development Economics.

Section 1 - **The importance of connectivity**

The importance of connectivity

As companies focus on rebounding towards growth, they need to power their business with connectivity and benefits that meet their needs.

Connectivity is a combined offer of an **unrivalled mobile network** and **superfast internet** that enables customers to be fully connected whether they're in the office or on the move, all with one provider.

Virgin Media and O₂ joined forces to bring you the best of mobile and internet connection. So no matter where your employees are working, they can stay more productive, secure, and efficient, with the right connectivity that can flex to your changing landscape.

20%

of UK business was safeguarded by the power of mobile connectivity during lockdown[2]

4G & 5G connectivity preserved **£205 billion**

of business for the UK during the period of March to September 2020 by enabling many of the UK's workers to work flexibly and remain productive at home[3]

[2] https://news.o2.co.uk/press-release/20-of-uk-business-safeguarded-by-the-power-of-mobile-connectivity-during-lockdown/
[3] https://news.o2.co.uk/press-release/20-of-uk-business-safeguarded-by-the-power-of-mobile-connectivity-during-lockdown/

Three tips to put your connectivity strategy into place

To keep your staff working productively and efficiently while on the go, there are some connectivity points to consider.

Getting the right devices

Depending on your business needs, your people need the right tech for their work. And this means the right devices that cover them whether they're working on the move, in the field, or on the factory floor.

With O₂, we're vendor agnostic which means you can get our unrivalled connectivity and network on any device you choose. Plus, we can help you work out which devices you need to make your business as agile and productive as possible.

5

Securing reliable connectivity

Unreliable connectivity doesn't just mean slow devices, intermittent internet, and glitches in the system. It also means frustrated and unmotivated staff. But with the right mobile data contracts and temporary hotspots, your employees can move between different places – whether it's a collaboration space or a construction site.

With O₂, you can make sure your business stays flexible whether you need to roll over your data from month to month, or share it between employees. Plus, you can connect up to 10 devices on temporary sites with our Pop Up Office 4G mobile hotspot, and get the tariffs you need from short-term contracts up to three years.

Protecting every endpoint

You've got the right devices on the right network. But for these to work effectively, you need to make sure your security is fully up to date. With flexible add-ons from O₂, including security apps like Sophos, you can keep your endpoints, your network, and ultimately, your staff safe and secure. Plus, you can pay for them on a per user, per month basis, so you can easily flex to your business needs.

Section 2 - **Connectivity on the move**

The opportunities of 4G and 5G

We've all read about how 5G will benefit our lives. But what does it mean for the advancement of the business world?

Especially when it comes to focusing on new growth after a disruptive period? Here are our four tips on the opportunities of 4G and 5G and what it means for your business:

1

Bringing people together

Better 5G bandwidth really helps your people work together as a team, regardless of where they are. They can use collaboration tools to make changes in real time. And they can share the results with customers who can see everything in high definition.

2

Keeping it personal

Increased network reliability allows video calls to work seamlessly, contributing to a more motivating day for your workers with stress-free tech.

3

Removing the waiting time

Compared to 4G, 5G gives you far less latency which means you can transfer more data more efficiently to more devices. Cloud-based collaboration and productivity apps will work effortlessly too.

4

Keeping things secure

Not only is 5G far more secure than shared WiFi, it builds on 4G's capability to offer true Carrier Grade security, so your people can work safely wherever they are.

The hybrid workplace and rural connectivity

To grow your business in challenging times your people need to be as productive as possible from anywhere.

Especially if you have teams out in the field who need strong and reliable rural connectivity. To help your business, we have five tips so your business can bounce back stronger than ever before.

Control your connectivity costs.
Make sure you're equipped with a flexible data plan, so you can increase your mobile data when you need it and decrease your mobile data when you don't.

Give your people a choice of devices.
With a range of devices from sim only to mobiles, tablets, and laptops, you can make sure everyone has the right devices depending on their preferred way of working.

Build your business' virtual workplace.
There are many apps that can help your people do their jobs productively wherever they are – even on the go. Our range of apps and mobile Bolt Ons can be added and removed easily.

Provide your people with a reliable connection.
Let your staff get online whenever they need to, whether they're working out in the field, in a home office, or in a loading bay.

Get productivity tips and updates any time.
Things are always moving in the world of connectivity. With O₂, you'll have a dedicated Account Manager who'll help you stay up to speed and give the advice you need to adapt as your business changes.

How connectivity has helped...

Melvin's story:

helping a plumbing firm pivot

Working in the trades, Melvin Netherwood's work stopped during the pandemic as tradespeople weren't allowed into customers' homes. But once restrictions were lifted, they had a backlog of work to wade through.

Equipping the team with a range of tablets, smartphones, and laptops when out on the road and in the back office meant they could be much more productive.

And with dongles on one-month contracts and a Pop Up Office for their own 4G mobile hotspot, they got the flexibility they needed to get back up to speed.

Gary's story:

preparing for the construction boom

While the building industry got hit hard during the pandemic, construction firms are now looking to make up for lost time. But with social distancing measures and Covid regulations, they now need to work differently when on-site.

But with a Pop Up Office connecting up to 10 iPads on the same site using the 4G mobile hotspot, plus flexible contracts, this gave Gary's business the resilience and flexibility it needed to cope with ever-changing times.

"Our Pop Up Office is dead easy to set up, and the team can connect up to 10 iPads on the same site using the 4G mobile hotspot. That matters on a big development."

Gary Fletcher, O₂

Section 3 - **Connectivity in the office**

Thriving with internet connectivity
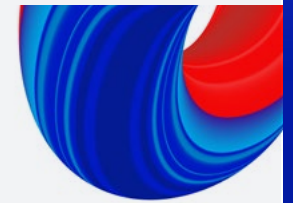
Keep your business connected

However you're working, whether that's remotely, out in the field, or in the warehouse, having a fast and reliable connection is crucial to running a successful business. But with the right broadband, your business can thrive in a post-pandemic world.

Spend less on travel

At the start of 2020, **33%** of workers said there was an expectation to travel for work, even when they felt it was unnecessary[4]. But now with **96%** of workers saying that they'd be at least as productive if they could work in their preferred way[5], businesses are realising that they can meet, learn, and catch-up easily online. And the benefits are plentiful: cost savings, greater productivity, and a better work-life balance for your staff.

Deliver superior online user experiences

With better connectivity, your organisation can deliver outstanding digital services to your end customers, enhancing their overall experience. This then improves your brand perception, increasing levels of return business.

Keep your organisation running efficiently

Dedicated Internet Access (DIA) is easily expandable, giving your organisation the ability to run multiple services. Complete with a dedicated Ethernet line, it goes right into your building and straight to the heart of your business.

[4] Source: O2. The Flexible Future of Work, March 2020. O2 Business | Business Flex eGuide
[5] http://images.connect.o2.co.uk/Web/TELEFONICAUKLIMITEDO2/%7B0f451d90-0218-46f4-9f9b-9557fe1894b3%7D_O2295-016-Productivity_eGuide_V03.pdf

Guaranteed speed
with DIA

Reliable connectivity is crucial as you take a more flexible approach to working, but what about speed?

With Dedicated Internet Access (DIA) – or leased lines – you get a dedicated ultrafast fibre connection into your business. That line is all yours, so you can rely on guaranteed speed whatever your people are doing, wherever they're doing it.

Symmetrical connectivity

You can finally upload just as fast as you download, empowering your team to be more productive as they adapt to new ways of working.

Lightning-fast speed

Experience speeds of up to 1Gbps, giving you the power to support the evolving technology needs of your people and customers.

Built-in security

Rest assured your data is safe with a cloud-based firewall, and all your activity can be monitored remotely via a simple dashboard.

24/7 support

We monitor your connection, so in the unlikely event of any interruption we'll respond quickly and provide the support you need.
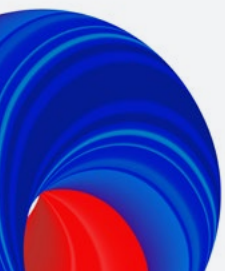
The power of cloud and WiFi

Utilising cloud technologies

While **47%** of all UK employees were working from home during the strictest Covid restrictions[6], we've since moved on to a much more flexible way of working, with employees embracing a split between the office and home working.

But hybrid working still creates challenges. How can you support collaboration and communication over the long term? How do you ensure everyone benefits from equal speeds and experiences wherever they're working?

Being cloud-first is critical. This is one of the main differences when it comes to businesses that are thriving and businesses that are struggling. With many businesses regarding the adoption of cloud technology as a top strategic priority[7], now is the time to invest in cloud technologies so you can stay productive no matter what the future holds.

Connectivity via broadband

Along with powering cloud technologies, high speed internet connectivity is invaluable for productive and effective working.

With Virgin Media, you can choose your own connection speed, up to 10Gbps – as much as 1000 times faster than fibre – so you can be sure your connection won't slow you down.

Plus, you can provide office WiFi for all by letting your visitors and staff get online instantly, get the support your business wants for all your connectivity needs, and boost your resilience with a range of add-ons to help you weather any storm.

[6] https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/coronavirusandhomeworkingintheuk/april2020
[7] https://www.virginmediabusiness.co.uk/insights/Overcoming-challenges-and-enabling-employees-to-thrive-in-2021

Driving change with broadband and DIA...

Ultra Education aims to give young people the tools they need to succeed in the world of entrepreneurship.

They had already been delivering resources and content digitally for around 18 months before the pandemic hit, but without the right connectivity, they weren't going to get the results they wanted.

But thanks to ultrafast broadband from Virgin Media, the Ultra Education team could really lean into new digital opportunities, creating more video content, founding a podcast, and creating an app. This digitally led model has helped Ultra Education grow their business exponentially, reaching more young people than ever before by engaging them on the platforms they're familiar with.

Impression aims to help businesses by enabling them to extend their reach through harnessing the power of online search. So that their customers can be heard in an increasingly crowded marketplace. But their business can't work if they don't have reliable connectivity to deliver their range of services.

Working with Virgin Media, they have replaced steam-powered broadband with 100Mbps delivered over DIA; a connectivity solution that can grow at the same rate as their ambition. And because of this faster connectivity, Impression have been able to take on a lot of new recruits to drive their business forward to new potential.

Section 4 - **Power your business with flexibility**

Power your business with flexibility

We understand that things can change very quickly in business. When you don't know what the future holds, you need to be as flexible as possible. So, at Virgin Media O₂, our tariffs and digital tools flex with your business needs.

And what's why **84%** of the customers asked, recommend us*.

Data Rollover

No business can afford to waste data it doesn't use, so we automatically roll over your unused data to the next month

Flexible tariffs

Every business has its peaks and troughs, so we let you flex your data allowance up and down as you need and offer payment plans to meet your needs

Range of contract lengths

No business is the same, so we give you a choice of different contract lengths from short-term to three years

Flexible broadband and DIA plans

Choose the plan to suit the size and needs of your business, or we can create you a bespoke one. We'll give you unlimited, fast connectivity with options for remote working, home working or branch offices.

Flexible add-on business apps

Staying productive and secure shouldn't mean big commitments. With Virgin Media O₂, you can give your people everything from Microsoft 365 to Sophos and McAfee. You can use them across any of your devices, and all with a variety of flexible contract options.

*YouGov, Dec 2020. 179/212 (84%) O2 business customers

Power your business with expertise

Digital experts

Our technical specialists will take the time to get to know your business. We do a full consultation for free and can design your custom solution and support tailored to your needs.

1-2-1 tech training

Boost your employee's productivity with a little extra training. Our O₂ experts can provide 1-2-1 training on all the special features that'll make their work life easier.

Switching made easy

O₂'s jump-start services will help speed up your shift to the cloud. We'll help you migrate data, sort out all your devices and show you what you can do with new tools like Microsoft 365, Teams and Sophos.

Switching to our business broadband is easy with Virgin Media. From start to finish, you'll have one point of contact for everything. And once you've switched you can manage everything online.
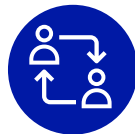
Digital consultation

Uncover new ways to boost productivity, collaboration and security with our free, no-obligation, digital consultation with an O₂ expert.

Premium support

Get the support you need for your people when they need it. Our premium support service means our O₂ experts are on hand 24/7 to manage, advise, and fix any connectivity issues.

Want 24/7 business broadband support? With Virgin Media, we've got you covered. Solve the most common issues with on-screen advice from our UK-based business broadband experts.

Specialist DIA support team

Experience a personal and professional service from day one of your DIA journey. Our team works in partnership with yours, from planning and implementation to everything beyond.

Join the 400,000 UK businesses that trust us to keep them connected

→ Want to talk further about how Virgin Media O_2 Business can help your business connectivity? Get in touch with us today at **0800 298 8848**, or if you're an existing O_2 customer, please speak to your account manager.