Connecting Possibility for System Integrators

Connectivity is evolving – and speed alone is no longer enough.

Today's system integrators need intelligent, interoperable networks that integrate seamlessly into complex architectures and deliver measurable business outcomes.

ITS operates the UK's largest dedicated business grade metro and access fibre network, giving SI's a secure, scalable foundation to design, deploy, and manage next generation digital solutions.

We're driving positive market change as the UK's fastest growing wholesale provider – trusted by integrators delivering mission critical services across enterprise, public sector, hyperscale, and infrastructure environments.

Alongside our wholesale indirect routes to market, we underpin solutions for:

- ⊘ Neutral hosts & system integrators
- ⊘ Hyperscalers
- ⊘ Data centres
- ⊘ Carriers
- ⊘ Channel Partners
- ⊘ Public Sector Organisations

Our UK wide coverage, strategic alliances, and next generation intelligent fibre platform enable SI's to build differentiated, future ready solutions with confidence.

Untethered by legacy constraints, our secure by design architecture safeguards critical connectivity across both private and public sector environments – giving system integrators a resilient foundation for cloud, AI, edge, IoT, and GPU intensive workloads.

Together, we're enabling the digital infrastructure that powers the UK economy.

Our Story

Over the past five years, we've grown to connect nearly 500,000 business premises. Today, our network reaches half of all premises in England and is present in every London borough. Our build plans will extend that reach even further, covering 40% of all commercial premises across the UK.

We continue to expand into new strategic locations including Glasgow, Newcastle upon Tyne, Crawley, Swansea, and Newcastle under Lyme - strengthening the foundation SI's rely on to deliver multi site, multi service solutions.

In addition to our open access network, we've developed hyper secure, high capacity strategic routes linking major business districts to hundreds of data centres - enabling SI's to design architectures that demand resilience, diversity, and ultra low latency.

A Network Built for the Future

ITS's infrastructure is built on three core principles essential to SI led solutions:

Performance

Carrier neutral architecture with diverse, high availability routes ensures SI's can deliver robust, always on solutions for data centres, enterprise campuses, and distributed environments.

Scalability

Open access fibre combined with partner networks gives integrators unprecedented reach across the UK and Europe - enabling seamless expansion of multi site deployments

Performance Demand

We delivered the UK's first successful 50G PON trial in a live business environment, future proofing SI led solutions for AI, cloud, edge compute, and GPU intensive workloads.

Our strategy spans wholesale, public sector, data centre and infrastructure markets - giving SI's a single, trusted partner for complex, multi layered deployments.

Why System Integrators Choose ITS

Your Customer. Your Solution. Your Control.

We operate as a true wholesale provider. You retain full ownership of:

- ⊘ The customer relationship
- ⊘ The service wrap
- ⊘ The architecture
- ⊘ The commercial model

We provide the fibre foundation; **you own the outcome**

Flexibility to Design the Solution You Need.

Our network is engineered to give SI's complete design freedom:

- ⊘ Lit services, dark fibre, or hybrid models
- ⊘ Seamless integration with SD-WAN, SASE, cloud, IoT, and edge ecosystems
- ⊘ Diverse routing and deep metro access
- ⊘ Ultra-low latency paths for real-time workloads

We give you the building blocks; **you assemble the architecture.**

Speed to Deliver.

Speed is a competitive advantage for SI's. Our delivery model accelerates your timelines:

- ⊘ Extensive pre-built metro access
- ⊘ Existing ducts and strategic routes
- ⊘ Dedicated SI delivery teams
- ⊘ Predictable lead times
- ⊘ API-driven ordering and automation

The result: **faster time to value and reduced project risk.**

Margin Through a Partner-First Ecosystem

Mutually Beneficial MSA

A clear, jointly agreed MSA provides commercial stability and operational clarity.

Agreed Pricing Book

Transparent, pre-agreed pricing enables confident quoting and predictable margins.

Clear Selling Pathway

Our wholesale first model ensures no channel conflict and a simple route to market.
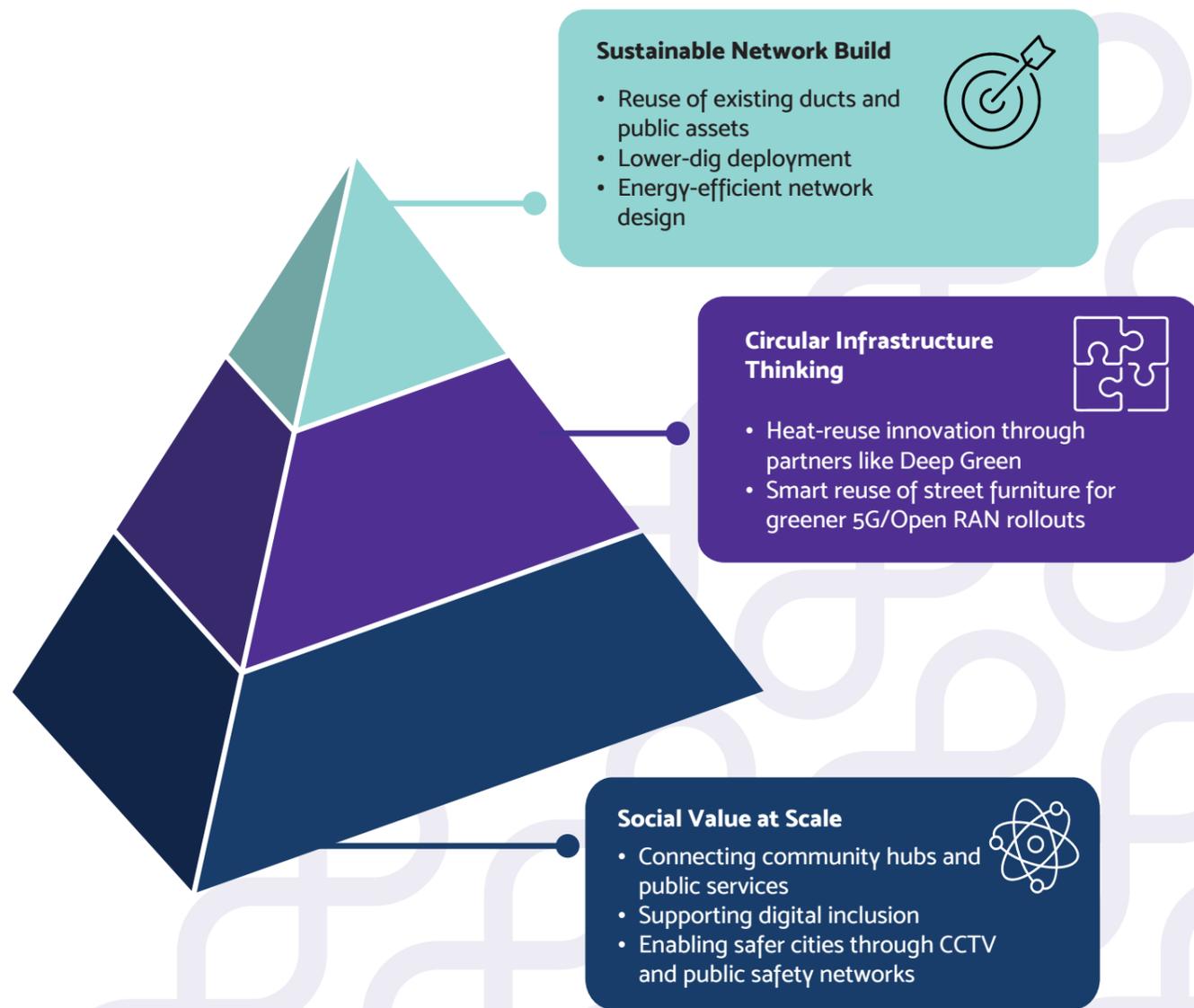
Wholesale Margins That Work

SI's retain more value by bundling:

- ⊘ Managed services
- ⊘ Cloud and security
- ⊘ Monitoring and support
- ⊘ Multi-site integration

You keep more of the value you create.

ESG Commitment That Strengthen SI Proposals

Sustainable Network Build

- Reuse of existing ducts and public assets
- Lower-dig deployment
- Energy-efficient network design

Circular Infrastructure Thinking

- Heat-reuse innovation through partners like Deep Green
- Smart reuse of street furniture for greener 5G/Open RAN rollouts

Social Value at Scale

- Connecting community hubs and public services
- Supporting digital inclusion
- Enabling safer cities through CCTV and public safety networks

We help SI's meet - and exceed - ESG and social value requirements in competitive tenders.

Case Studies

Boldyn Networks
SI-Enabled Smart Infrastructure

A transformative project delivering resilient connectivity across four London boroughs, enabling SIs to deploy CCTV, public safety, digital inclusion, and community services at scale.

Deep Green
Sustainable Data Centre Connectivity

ITS provides the fibre backbone for DG01, enabling SIs to deploy AI, HPC, and edge workloads with minimal latency – while supporting heat reuse sustainability models.

Havering Borough Council
Public Asset Transformation

A 10Gbps ready network enabling SIs to deliver CCTV, telecare, and smart public services across the borough.

Eurovision 2023
Secure Global Broadcast Delivery

Through LCR Connect, we enabled SIs to deliver secure, resilient broadcast connectivity to 160 million viewers worldwide.

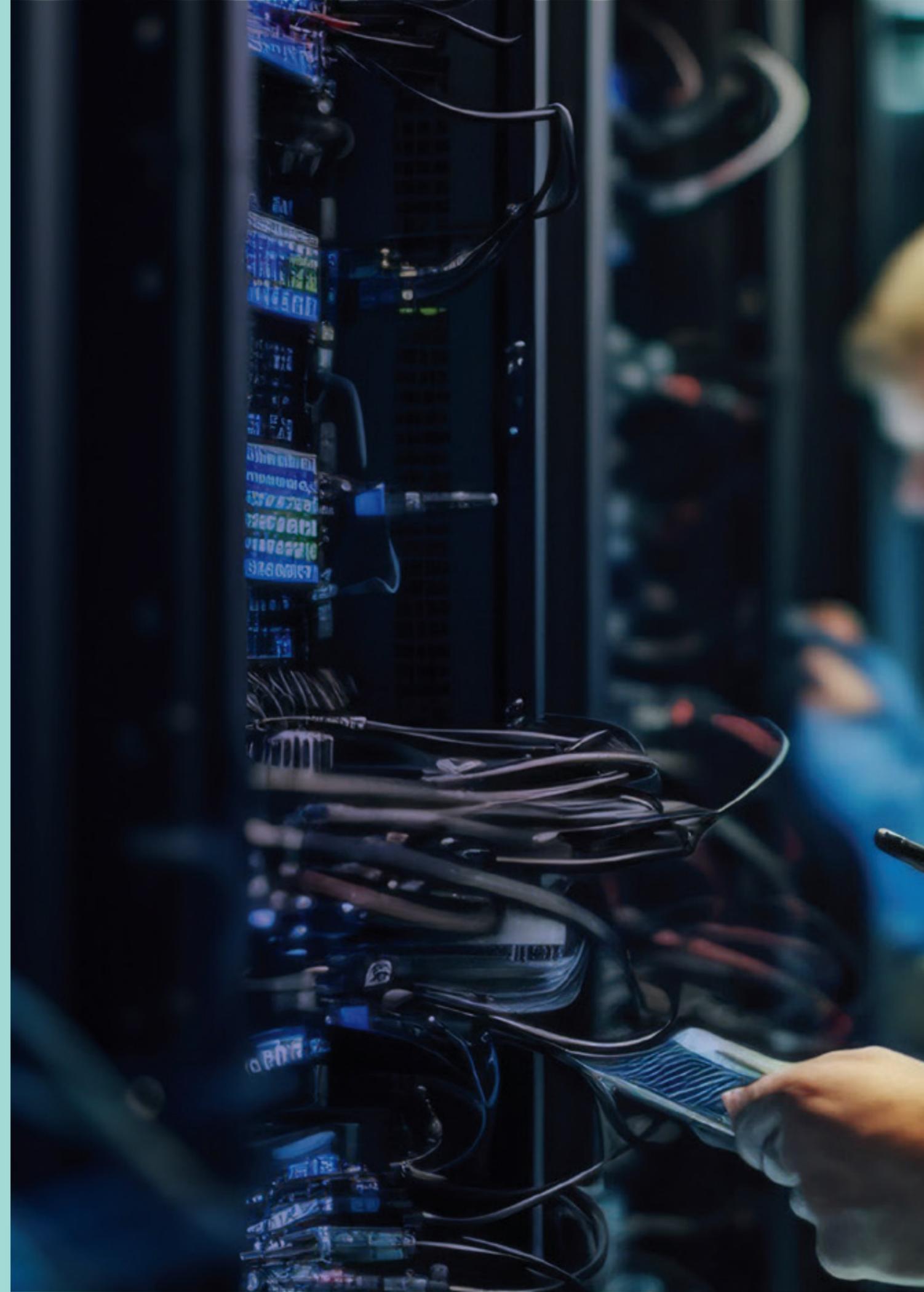# Infrastructure for System Integrators

Dark Fibre

High capacity, low latency routes for bespoke SI architectures.

Data Centre Connectivity

Carrier neutral access to hyperscalers, regional DCs, and edge sites.

Colocation Enablement

Through our partner ecosystem, SIs can offer integrated hosting, connectivity, and managed services.

Our Team

The ITS leadership team champions a culture of curiosity, collaboration, and continuous improvement, driving bold decisions that shape the future of digital infrastructure. With deep industry expertise and a shared commitment to progress, they lead by example, empowering teams to challenge conventions and deliver transformative connectivity solutions across the UK.

CEO, Daren Baythorpe

Daren has significant utility and telecoms experience, holding several board level and leadership positions across Severn Trent Water and BT, as well as Openreach. Daren also regularly advises and collaborates with government and other regulatory / telecoms bodies on sector-related issues. His in-depth knowledge and understanding of the requirements of operators and high-capacity data users, through his vast experience across the industry, mean that ITS is thriving under his leadership.

COO, Charlie Versi

Charlie leads ITS's end-to-end operational delivery, with a focus on service excellence and delivering an outstanding experience for both partners and their business customers. His appointment will help build on the company's strong foundations – driving transformation, quality, and innovation and using them as key enablers of continued growth.

CTO, Mike Goodwin

Mike is responsible for all technical innovation and security within ITS. Using his degree in Electrical and Electronic Engineering, and MBA from Manchester Business School, Mike focuses on how ITS can introduce and support complex solutions designed to create customer-focused teams that ensure exceptional experience. On top of his extensive career history spanning TalkTalk, Hyperoptic and Fibre Nation, Mike is a Chartered Engineer and Fellow of the IET.

People and Culture Director, Claire Davies

Claire is the People and Culture Director for ITS, responsible for ensuring we provide a great place to work, with amazing people who are happy, productive, and engaged.

A CIPD qualified HR professional with previous industry experience at Amey, as well as more recent experience in a number of small businesses, Claire is passionate about putting people first in order to grow the business.

Strategy Director, Kevin McNulty

Kevin leads the Strategy team at ITS, comprising the core functions of network Investment (including M&A), regulation, public affairs, product management and marketing. With over 4 years' experience within the leadership team of ITS, Kevin has played a pivotal role in shaping the business direction as it has grown to be a leading provider of B2B wholesale connectivity.

CSO, Dave Ferry

As Chief Sales Officer, Dave leads the sales strategy at ITS, driving growth and strengthening customer relationships. Overseeing commercial success across Partner Markets, Public Sector and Major Business, Dave uses his 20 years of telecoms experience to build high-performing teams and deliver innovative solutions that meet market demands.

Previously, Dave held senior roles at Virgin Media Business, leading successful teams in various market segments.

Award Winning Impact

ITS is proud to be an award winner of several industry accolades, celebrating not only our commitment to connectivity excellence, but to our health and safety standards, sales and marketing and public sector projects.

2021 Full Fibre ISP Innovation Award – Connected Britain Awards	**2022** Best Connectivity Provider – Comms Business Awards	**2022** Highly Commended – UK Fibre Awards
2022 Billing Revenue Growth Champion – The Billing People Awards	**2022** Best Wholesale Network Provider – Comms National Awards	**2023** Best Public Sector Project – INCA Awards
2023 Highly Commended – Channel Champions	**2023** Best Company to Work For – CRN Sales and Marketing Award	**2024** Best Fibre Connectivity Award Comms Business Awards
	2025 Gold Health and Safety Awards – RoSPA	

Looking ahead

ITS is redefining ITS is redefining business grade connectivity for the SI community. With no legacy constraints, a carrier neutral approach, and a network built exclusively for performance, we provide the foundation for the next generation of integrated digital solutions, business-grade connectivity means in the UK. With no legacy constraints, a carrier-neutral approach, and a network built exclusively for performance, we're enabling the next generation of digital infrastructure.

As we expand across Europe through strategic collaboration, we invite system integrators to build on a fibre ecosystem designed for:

- ⊘ Growth
- ⊘ Resilience
- ⊘ Innovation
- ⊘ Interoperability
- ⊘ Sustainability

its.

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