PARTNERING with its.

YOU GROW WE GROW

WHO IS ITS?

ITS is a leading full fibre operator in the UK – delivering a next generation ultrafast network that supports and accommodates a range of business, communication and digital needs. We design, build and operate gigabit-capable networks that support and accommodate a range of business communication and digital needs. Our teams have worked hard on network design refinement to get full fibre in reach of businesses; which combined with data science, results in highly targeted speed-to-market for our partners.

We understand that one size does not fit all. Our specialist teams work through the complexities to design and deliver connectivity solutions to meet the individual needs of our partners – from local resellers to national players with more complex requirements.

We help you win in the market through access to the leading business full fibre network, future-proof technology and unparalleled collaboration. We can underpin your services with limitless potential, opening possibilities for the future.

YOU GROW WE GROW

MEET OUR CHANNEL LEADERSHIP



Dave Ferry - Chief Sales Officer

As Chief Sales Officer, Dave's focus is on key strategic partnerships that require bespoke full fibre networks, working with companies that deliver services on top of access connectivity. Dave joined ITS from Virgin Media Business and brings with him a wealth of experience in developing complex solutions and working at board level within customer businesses. Dave leads a number of significant customer relationships for ITS.

Our Three Primary Principles

1

Provide the most robust and reliable business-grade full fibre connectivity, with inherent XGS-PON capability around the UK 2

Provide market expertise to help partners unlock opportunities, win business and grow – using bespoke, powerful tools like our portal to help you win in the market

3

Underpin the partner offer with extensive reach, commercial flexibility, technical know-how, and amazing customer service

THE ITS DIFFERENCE CREATES LIMITLESS OPPORTUNITIES.

We're so much more than a fibre provider. We've built a wholesale business that is designed to support our partners with all their full fibre connectivity needs. We have established our brand to empower our partners, an engine that helps them to educate the market on full fibre, unlocking opportunities to help them grow. Launched in 2020, it has since become a vehicle to help over 600 ITS channel partners succeed and win over the market.

Our infrastructure is built with businesses in mind, which means we build our networks in business-dense areas to enable enterprises of all sizes to get the most from their connectivity, which in turn, unlocks opportunities for you to grow. As the UK Government has promised 100% gigabit capability by 2030, the telecoms industry is undergoing a once-in-a-lifetime change.

Our rollout is helping to fulfil this by delivering access to full fibre to businesses across the UK, with an ambition to reach a million businesses in the future.

SO, HOW DO WE DO IT?

We work with you to continuously develop our roadmap whilst simultaneously giving you the tools you need to win the market.



ONE OF THE FASTEST GROWING BUSINESSES IN THE UK



Connect every UK business through a blend of our own network and strategic relationships



We work around your end user delivery needs, connecting when they need it



Our build approach is collaborative, we build where you need



Agile and flexible to respond to the needs of you and your customers



Strong financial health with consistent year-on-year growth



Reassurance through our highly experienced and dedicated team





AWARD-WINNING

2022 Billing Revenue Ghewithr**Ghampion**Awards

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2023 Best Company to Work For CRN Sales and Marketing Awards

2023 Best Public Sector Project INCA Awards

2024 Best Fibre Connectivity ProviderComms Business Awards

2025 Health & Safety Leadership INCA Summit

2023 Highly Commended Channel Champions

2022 Best Public Sector Project The INCA Awards 2023 Project
Rollout Winner
Connected Britain Awards

2025 Gold Award RoSPA

OUR TECHNOLOGY AND PRODUCTS

To help you win, we deliver our solutions over networks using the latest design and technology, offering more flexibility than the alternatives. We use the Adtran 10Gbps fibre access platform because of its open architecture. The programmability of the fibre access platform makes it easy for us to design flexible and resilient services that can be deployed incrementally —a first-of-its-kind service, giving us a competitive advantage as we continue to increase our footprint across the UK. Once installed, the same flexible connection can be upgraded from full fibre broadband through to a dedicated 10Gbps leased line.

Many of our partners use this resilient connectivity to underpin a comprehensive portfolio of 'over-the-top services' such as voice, storage, backup, and security solutions. Our partners can access the entire network footprint as a layer 1 (dark fibre), layer 2 (wholesale), or layer 3 (internet) connection. Layer 3 includes IP (Internet Protocol), whereas Layer 2 comes with full interoperability, and you as an operator will interconnect your network with ours.

- Money back guarantee if we fall outside our SLA
- Prices fixed for the life of your contract term let's keep things simple

We also offer a range of Value Added Services designed to help you build a resilient portfolio for your end-users.





Internet & Cloud Access

Broadband from ITS is delivered across our fibre optic networks. The ITS network is physically separate from most other network operators, which enables us to offer superior backup and resilience.

- Enterprise Internet Access
- Business Broadband
- Smaller Premises and Sites

Ethernet Leased Lines

ITS provides high-quality bespoke services on our full fibre optic networks, such as Point to Point circuits (P2P), Private Data Networks and Direct Internet Access (DIA). Where our networks are not yet available, we'll offer you a selection of circuits from our selected major Communication Service Providers.

- Ethernet Leased Lines
- · Leased Lines Off-net

Value Added Services

ITS offers a range of value added services to take our connectivity solutions to the next level. These services are designed to help partners win more business, simplifying the procurement process and providing strong back-up when you need.

- Resilience
- 4G Backup
- Enhanced Business Care
- · Broadband backup
- Voice

- Fixed IPv4
- ITS SecureEdge
- Project management

RELIABLE, SECURE CONNECTIVITY



Our NOC (Network Operations Centre) monitors networks and customer connections 24/7/365.

Our products are supported by industry-leading SLAs and as we use best-of-breed technologies (e.g. Adtran, Cisco), we ensure high-quality services year round.

BLENDED SOLUTIONS

Although we own and operate multiple 'on-net' full fibre networks across business-dense locations in the UK, we also offer competitive 'off-net' coverage via several trusted national partners. Therefore, we're able to provide an effective connectivity solution regardless of business location. This leads to commercial value for you, our partner, particularly across larger migrations where multiple sites often span both on-net and off-net areas.

We have the network access and expertise to handle everything as one single project, making life for our partners much easier. In addition, you can benefit from single supplier ease - let us take the strain and you can enjoy a consistent service with one single point of contact, no matter what you order.

YOU'RE NOT IN IT ALONE.

PROVIDING PEOPLE EXPERTISE

We've built an expert team that has the know-how and capabilities to deliver world-class infrastructure and develop the products and services our partners need to fulfil their customers' demands.

When you sign up to become an ITS partner, your dedicated partner account manager will work closely with you to ensure a mutual and profitable relationship. You grow, we grow.

Additionally, our team of full fibre experts are often called on to fill the skills gaps in our partners' in-house teams, helping them to close business. For example, if you sit on public sector frameworks, we can help you with bid submissions or provide technical advice.



Meet Lee Hill, Pre-Sales Technical Lead at ITS

Lee often works as an extension of our partner's team, for example, representing you in meetings or advising on solution design.



Access our portal and WP plugin

Our industry-leading self-service search, quote, and order portal (and APIs) is a one-stop shop for our partners' connectivity needs. Built from scratch, the portal allows our partners to not only access solutions via our own networks but also that of our operator partners, allowing us to connect any business across the UK.

- Compare on-net and off-net products and prices
- · Request a price check, we'll always see what we can do
- Make decisions quickly by having access to transparent costs including ECCs
- Gain immediate service options for any postcode in the country
- · Access exclusive offers and benefits for ITS Partners only
- Place orders at the click of a button
- · Download network maps and supporting materials
- Increase on-net market share by widening the proximity to access points
- Reduce order/fulfilment journey by approx. 5 days by integrating into our CRM system
- Place immediate support requests, from finance to order journeys



Our portal now drives over 250,000 searches each month

MARKETING SUPPORT

Our marketing team put all the tools our partners need at their disposal to help them win the market. This includes hyperlocal marketing support and warming activity assets.

- Highly targeted information through data science and end-user insights across networks – UPRN, access to GDPR-compliant data
- Network packs to give partners a view of a local area make-up
- Product propensity modelling reveals who buys which products mapped into geographic areas
- · Campaign funding support where possible for lead generation
- Opportunities to work with our in-house marketing specialists on a strategy aligned with both our goals
- Training and development to suit the way you work and help you grow
- White Label Portal built for partners with their own reseller network
- Lead generation tool integrated into your website to run real-time service availability checks, for both on and off-net

WE LISTEN TO YOU

We're continuously striving to improve the way we do things and shape the roadmap to suit our partners. We truly value your feedback and receive it by sending out surveys, hosting partner roundtables and welcoming any input you wish to provide at any time. Our partner portal has had 250+ improvements so far using partner feedback, including route recalculation, multi-quote and order and more.

Other reasons to partner with ITS

- Superfast install
- Superior backup and resilience
- Competitive pricing
- Speeds up to 10 Gbps
- Market-leading customer service
- Monthly partner communications

Falls Tall

partner portal.

'Campaign-in-a-box'

Co-branded online/offline toolkit

includes a website landing page,

lead capture, social media cards,

plugin availability checker and

animations, leaflets, flyers and

PR. All assets are available at

the click of a button inside our



BELIEVE ///

Faster ■CXBritain





- Tailored partner rebates
- Partner Personalised reporting and billing
- Annual events and awards

LOOKING TO THE FUTURE

We're very proud of the financially sustainable business we've created that gives our partners the confidence to grow with us.

Not only has our business grown rapidly over the last few years, we've also substantially increased our network reach with actionable plans to continue growing well underway. We're very proud of our current partner base and know that we can help others grow too because as we always say, you grow, we grow.

ITS have been amazing for pricing and support. I can't fault this company at all. Very happy to work with ITS.

Darren Shaw, CCS Media

Partnering with ITS is made simple by the easy-to-use portal and the help you get from the sales, marketing, delivery and support teams. This alongside aggressive commercials and huge business premises coverage really makes them a necessity within our channel offering.

Matthew Begg, Eclipse Wholesale

WHY OUR PARTNERS LOVE WORKING WITH US.

66 The portal, responsiveness of the account manager. Overall positive experience working with ITS.

Rene Wheeler, Netmix Ltd

66 Great communication from the entire team.

Mike Blesic, ACS Business Supplies Ltd

We just don't get the level of service and flexibility in delivery/support from anyone else. ITS feels as entrepreneurial as we are, even though the scale of ITS would normally flatten that out.

Radaam Thirlway, Amvia

Good products at competitive prices and commercial flexibility around excess construction charges. All under pinned by good account management.

Nick Thomas, RHM Telecom

BECOME AN ITS PARTNER

Take the first step towards becoming an ITS Partner today by getting in touch with a member of our expert team!

Telephone: 0333 996 2100

Email: info@itstechnologygroup.com

Visit www.itstechnologγgroup.com/become-partner or scan the QR code to be part of it.

