

PAUL ALEXANDER

Build to Rent Internet Services Proposition

TO BOTH HOUSES AND APARTMENTS

Prepared By :
PAUL EATON

Prepared For :
CLIENT



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BTR CONNECTIVITY REINVENTED



PAUL EATON

Founder & CEO Paul Alexander



About Our Company

OUR STORY

From 2014 when we first entered the world of 'Connectivity to Homes' with a very high-end managed service which essentially, was a connection to a home that was the same as you would receive in an office - a business grade connection, the scene for the future home internet service was set.

No one in the UK offered this level of service to a home.

This offering came with a guaranteed service level, a guaranteed fix, financial compensation if speeds or timescales weren't met, the fastest speeds in the UK across three tiers of 250Mbps, 500Mbps and 1Gbps with a portal to buy additional services if you wanted them.

It was a game changer for the industry.

We have continued to innovate ever since, not just on the technology front but with the commercial model offering.

The different models today allow you to have a really tailored solution that fits your budget and aligns with stakeholder and investor approvals as we have proven, time and time again.

Having built two multi million pound Internet Service Provider businesses in the **Build to Rent market and more recently the For Sale / Rent market** - we delivered our services to some of the UK's largest pension funds, build to rent operators and national housebuilders, we are very well placed to assist you in choosing the right platform for your projects.



PAUL EATON

Founder & CEO Paul Alexander

www.paulalexanderservices.co.uk



Mission & Vision

MISSION

01

Our mission is to build partnerships across the UK with the best service providers in partnership with housebuilders and developers that can bring together exponentially high value services for all stakeholders.



VISION

01

Our vision is to extend our partnerships through greater communication, innovation and ideas to ensure that homes across the UK are set to be ready for the Digital Age that is still in its infancy.

Our partnerships are built on trust, empathy
and credibility



Our Partnership with Pulse Fibre

PULSE FIBRE

Pulse Fibre is building the next generation of full fibre infrastructure for the UK, deploying state of the art, future-proof FTTP connectivity.

They implement their own end to end dedicated fibre optic network nationally, giving them full control of their design, installation and maintenance.

Their mission is to level the playing field amongst internet service providers and fibre network operators to ultimately empower organisations and individuals with the power of affordable high-speed internet, enabling them to thrive and stay connected in an increasingly digital world.

Pulse deliver network speeds up to 10Gbps for both uploads and downloads which is crucial for those home-working, running a businesses, using collaboration tools and other evolving interest services setting the bench mark for ultrafast connectivity in the decades to come.

From their dedicated, owned national core network to your connection in your home, Pulse Fibre's infrastructure is focussed on the latest, high capacity, next generation technology.

When you invest with Pulse Fibre, you will be certain that your residents will have a future-proof connectivity platform that will last them a lifetime.



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One Solution

Pulse Fibre offer one solution for multiple challenges that both housebuilders / developers and residents face as well as the biggest rebates.

#01



10GBPS ULTRA FAST

Speeds available are up to 10Gbps to the home which is unheard of in the UK. Pulse Fibre are pioneering with their technology platform and leaving others behind.

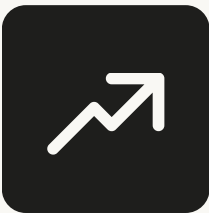
ESG / SUSTAINABILITY

#02

ESG / Sustainability is important to both the housebuilder / developer and the resident too - **one duct, one fibre, reduced materials** - reduce your carbon footprint.



#03



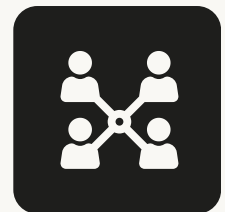
INSTANT ACTIVATION

Day One connectivity - Live as soon as the resident connects to their router and they can seamlessly switch to providers at the click of a mouse if they so desire. No engineer visit required.

CHOICE

#04

With Pulse Fibre you can have a dedicated service (Typical for BtR) or a choice of household brand named providers to choose from - Sky, Vodafone, Talk Talk and others.



EXTRA CONNECTIVITY

Included at no extra cost as an additional free option is a free site connection for your project - this is a connection to your site office and sales & marketing suites for an early connection to your project.



The Service Offering

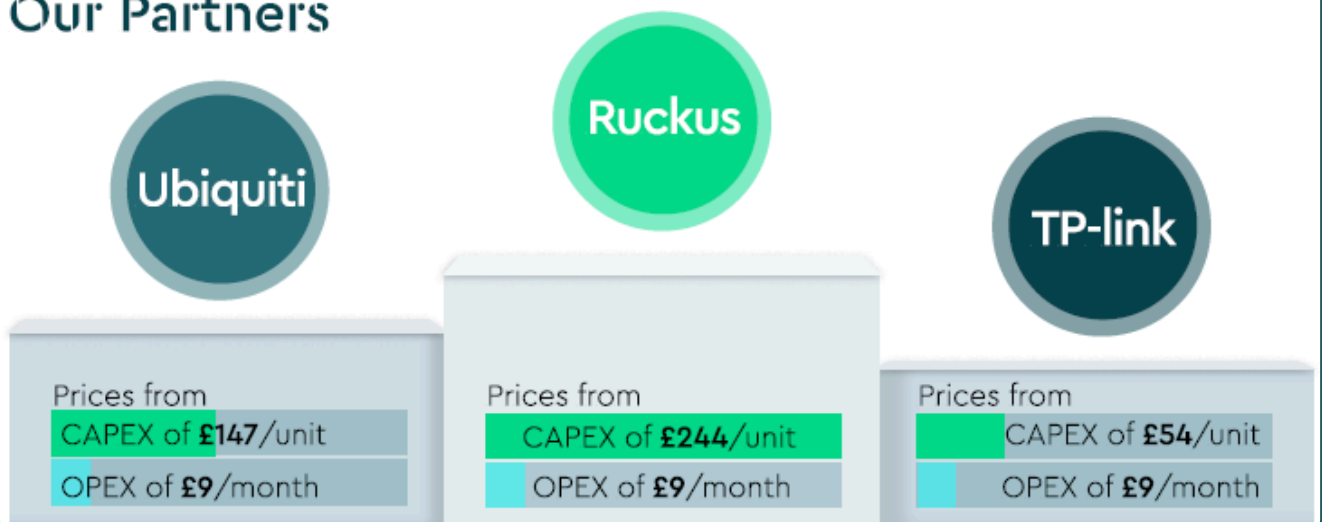
Pulse Fibre's vision is to give you flexibility on each of your projects depending upon your budget and future aspirations all for £9.00 per home per month

Pulse Fibre offer three levels of services depending upon your desired requirements to your residents, your budget and other third party integrations such as heat sensors, footfall monitoring, communal or pervasive Wi-Fi.

This is a fully managed service with stringent Service Levels, instant activation and flexible billing plans.

There is also a fully redundant service available giving you 100% uptime, so no more complaints from residents or paying compensation for the inconvenience.

Our Partners



OPEN NETWORK

Important: No need for multiple connections and cables to each home.



The Technology Stack

The Technology

- **Pervasive WiFi** – Seamless connectivity across all locations
- **Instant Activation** – Get online within minutes, hassle-free.
- **Flexible Billing** – Customisable plans to fit your needs.
- **Managed Service** – Expert support for worry-free operation.
- **Diverse Backhaul Strategy** – Reliable connections with multiple network options.

Financial

Flexible
Contracts

Instant
Activation

Upgrades
and Profit
Shares

There is the offer of flexible contracts for both the Operator and the Resident if they wish to upgrade their speeds from the base speed installed.

It is a given today that all homes should have Connectivity instantly available the very day the resident moves in.

There is also a revenue share available for the right Project Portfolio.



The Support Offering



99.99982%
uptime since
2016



Average fix time
37 minutes 14
seconds*



Dedicated
support team



Network
monitored 24/7

Support for Customers

For customers experiencing technical difficulties, our customer support team is available Monday to Friday, 8am-6pm via phone and email. We aim to resolve total outages (P1) within 48 hours, severe intermittence (P2) within 48 hours, degradation issues (P3) within 48 hours, and other queries (P4) within 48 hours.

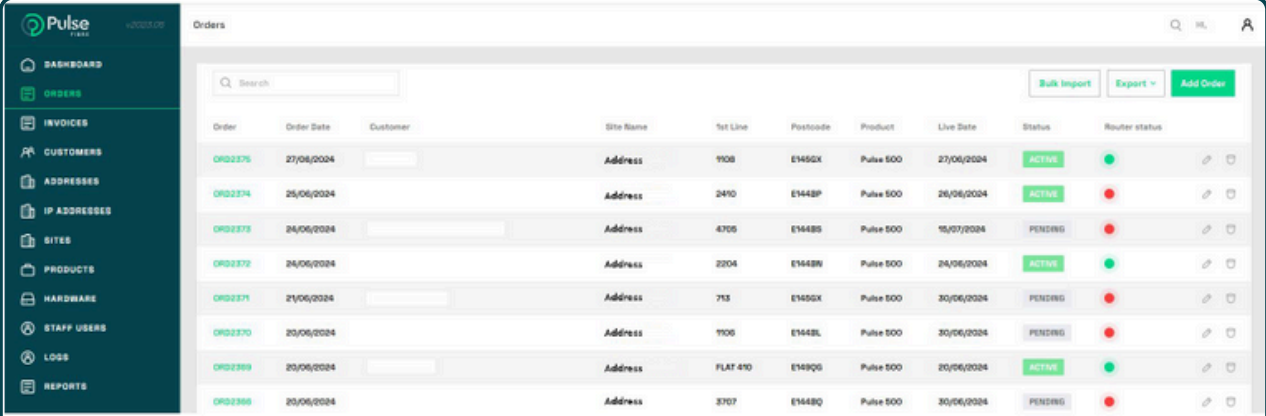
Level	Contact	Response Time
Level 1	Pulse Fibre – 1st Line Support	0-12 hours
Level 2	Pulse Fibre – Senior IP Engineer	12-24 hours
Level 3	Pulse Fibre – Operations Manager	24-48 hours
Level 4	Pulse Fibre – Technical Director	48-72 hours

High levels of exceptional Service and Support with **guaranteed response and fix times with 100% uptime if you require it.**

A fully managed service that is monitored **24 hours a day, 7 days of the week** with **all engineers based around the UK.**



The Portal



The screenshot displays the 'Orders' section of the Pulse Fibre portal. The interface includes a sidebar with navigation links: DASHBOARD, ORDERS, INVOICES, CUSTOMERS, ADDRESSES, IP ADDRESSES, SITES, PRODUCTS, HARDWARE, STAFF USERS, LOGS, and REPORTS. The main area shows a table of orders with columns: Order, Order Date, Customer, Site Name, Tst Line, Postcode, Product, Live Date, Status, and Router status. The table lists several orders with their respective details and status (ACTIVE or PENDING). Below the table, there are six action buttons arranged in a 2x3 grid:

- Add a customer and create an order with chosen live date
- Cease a service
- Email or text a tenant their credentials – editable text with a pre-populated message
- Search all orders (past and future)
- Check the status of connections
- Disconnect sessions if a user is experiencing issues

The API compatible portal from Pulse Fibre is a comprehensive and user-friendly platform **designed specifically for concierge and building managers to manage the connection process.**

Full training is offered to all of your operational and support staff.

The portal allows you to effortlessly log in and manage customer accounts, including activating and ceasing services as needed. With real-time control, the portal ensures seamless activation, enhancing efficiency and ultimately providing a superior service experience for customers.

Reporting - Full service reports are sent every month so you know what services are live, their performance for the month, any faults and the overall performance statistics to your building.



Next...

OUR ENGAGEMENT ON YOUR PROJECT

Get in touch with us on the details below and let us help you on your next project whether it be a Build to Rent Project or Build to Sell - we now what we are doing and between Paul Alexander and Pulse Fibre, you are in exceptionally good and very experienced hands.

We look forward to hearign from you.

Warmest regards, Paul

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