Social telecoms

be social, stay connected

MOBILE AIRTIME eGUIDE FOR HOUSING.

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INTRODUCTION.

INTRO TO SOCIAL TELECOMS.

In the ever-evolving landscape of mobile telecommunications, the housing sector stands at a pivotal juncture where the integration of mobile airtime services is not just a convenience but a necessity. This eGuide is crafted for the discerning professionals in the social housing and local authority sectors, who, since the turn of the millennium, have witnessed the transformative power of aligning mobile operator services with the unique demands of their work.

As a trusted opinion leader, we understand the intricacies of the housing sector and the critical role mobile airtime plays in the day-to-day operations. From ensuring the safety of field staff with reliable communication tools to facilitating real-time updates on property management, mobile airtime is the backbone of modern housing provider operations.

Our close partnership with EE, part of the BT Group, shows our commitment to providing robust and reliable services. EE's strengths lie in its extensive network coverage, speed, and reliability – all tailored to meet the high standards of service and responsiveness required by housing providers.

This eGuide will navigate through the nuances of mobile airtime, offering insights into advanced connectivity options like 4G & 5G, and delve into service plans that resonate with the ethos of the housing sector. We aim to empower you with knowledge, not sales pitches, ensuring that the information herein enhances your operations and supports your mission to serve the community effectively.

EE AND BT GROUP, PARTNERING WITH SOCIAL TELECOMS.

EE, a cornerstone of the **BT Group** exemplifies the seamless convergence of mobile and fixed communications. This synergy has paved the way for a suite of mobile, fixed, and cloud products and services that empower businesses with agility, productivity, and efficiency.

The collaboration between EE and BT is transforming the landscape of connectivity, blurring the lines between traditional mobile and fixed networks. It is this innovative spirit and commitment to excellence that has positioned EE as the trusted provider of the **Home Office** to provide Britain's emergency services with their voice and data network. That means they're a pretty safe pair of hands when it comes to looking after the housing and local authority sectors.

SIMPLIFIED PROCUREMENT.

PROCUREMENT FRAMEWORK HOLDER.

Social Telecoms' top ranking on the **Procurement for Housing** (PfH) telecommunications framework, particularly in Lot 4 for mobile communications, reflects its unwavering commitment to excellence and compliance. This accolade not only reflects its expertise in the field but also underscores its dedication to serving the housing sector with the most reliable and efficient telecommunications solutions.

no.1 ranked supplier pfh

The number one status on the framework brings a host of benefits to **PfH members**. Notably, it signifies a direct award capability, which streamlines the procurement process, saving valuable time and resources.

LOT 4 MOBILE COMMUNICATIONS.

As specialists in aligning the pricing and services of UK mobile operators with the requirements of the social housing and local authority sectors, **Social Telecoms** take pride in its role as a trusted advisor and provider.

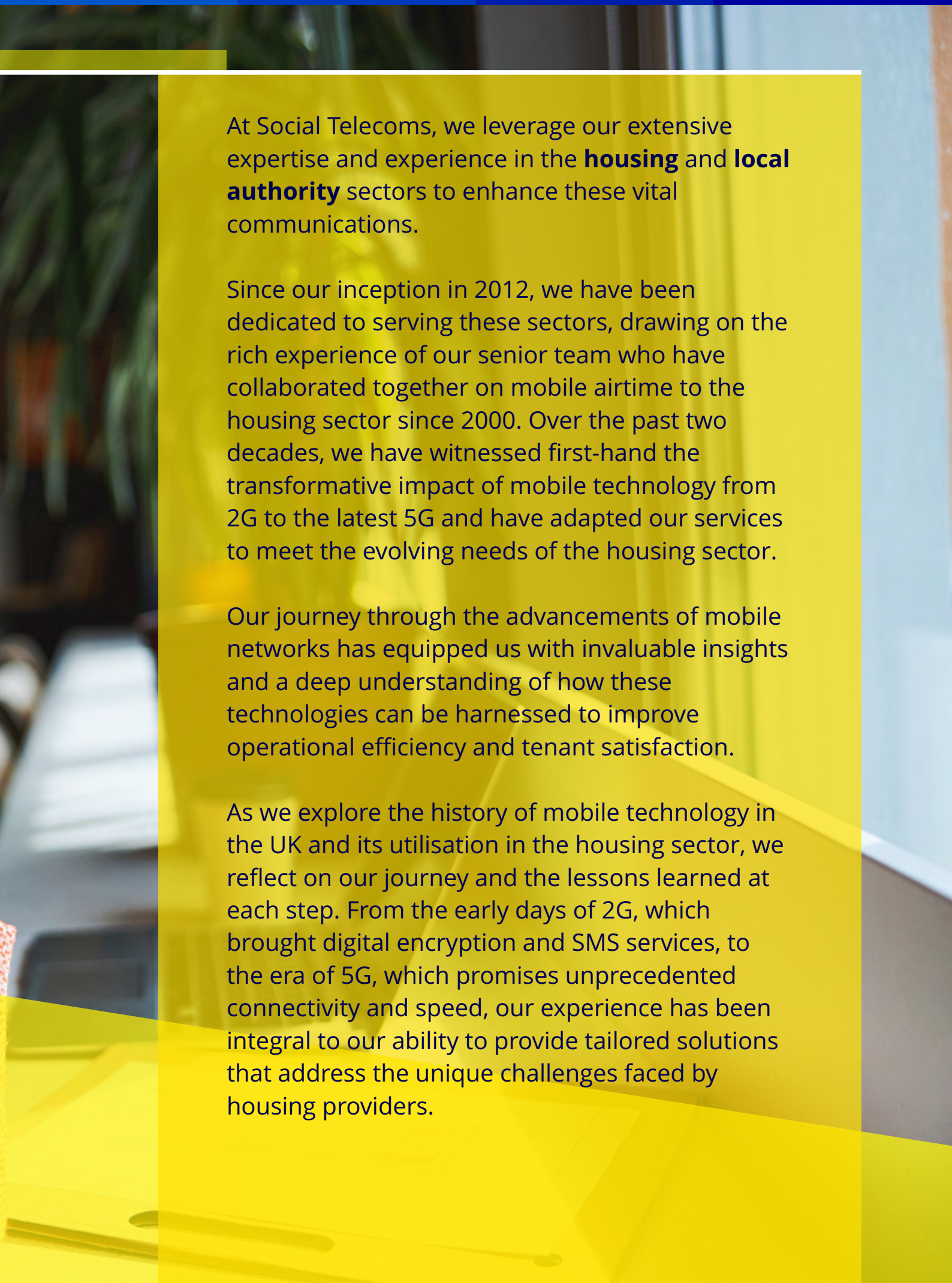
THE IMPORTANCE OF MOBILE AIRTIME FOR HOUSING.

UNDERSTANDING MOBILE AIRTIME AND ITS RELEVANCE TO HOUSING PROVIDERS.

Mobile airtime is the lifeline that enables voice calls, text messaging, and data services on mobile devices. In the social housing sector, it plays a critical role as a safety tool, offering staff a reliable contact method in emergencies and guaranteeing constant reachability. The features that allow teams to track staff and offer lone worker protection are essential components of mobile airtime, improving staff safety. Furthermore, mobile airtime is the backbone of modern housing provider operations.

It facilitates real-time updates on tenancy and property management, allowing for swift responses to customer inquiries. Its pivotal role in accessing online systems ensures that staff can coordinate effectively, regardless of their location. This seamless connectivity is crucial for maintaining high standards of service and responsiveness in the fast-paced environment of housing management.

THE IMPORTANCE OF MOBILE AIRTIME.



At Social Telecoms, we leverage our extensive expertise and experience in the **housing** and **local authority** sectors to enhance these vital communications.

Since our inception in 2012, we have been dedicated to serving these sectors, drawing on the rich experience of our senior team who have collaborated together on mobile airtime to the housing sector since 2000. Over the past two decades, we have witnessed first-hand the transformative impact of mobile technology from 2G to the latest 5G and have adapted our services to meet the evolving needs of the housing sector.

Our journey through the advancements of mobile networks has equipped us with invaluable insights and a deep understanding of how these technologies can be harnessed to improve operational efficiency and tenant satisfaction.

As we explore the history of mobile technology in the UK and its utilisation in the housing sector, we reflect on our journey and the lessons learned at each step. From the early days of 2G, which brought digital encryption and SMS services, to the era of 5G, which promises unprecedented connectivity and speed, our experience has been integral to our ability to provide tailored solutions that address the unique challenges faced by housing providers.

A BRIEF HISTORY OF MOBILE AIRTIME IN HOUSING.

1G: ANALOGUE VOICE TECHNOLOGY

Motorola made turned Bell Labs' original concept for a mobile phone into reality in 1973. The Advanced Mobile Phone Service standard supported these first mobiles and their networks, which relied entirely on non-encrypted analogue transmission.
The UK modified this standard for its use, naming it the Total Access Communication System (TACS) and later ETACS. An ETACS network was designed to serve one purpose and that was to manage and handle analogue voice calls.

These early networks had several weaknesses: namely, call quality and the lack of security. Despite the high cost of the handsets, seven per cent of the UK population became mobile users 10 years after launch and the transition to digital technology spurred a massive increase in mobile ownership and usage. **Cellnet** shut down their 1G ETACS network on 1 October 2000 and **Vodafone** followed suit on 31 May 2001, ending the UK's 16-year era of analogue mobile networks.

MOTOROLA 8000X (1984)

2G: GOING DIGITAL WITH GSM AND HELLO HOUSING!

In the early 2000s, as the UK's mobile network operators established themselves, housing associations continued to form from stock transfers from councils at an escalated rate.

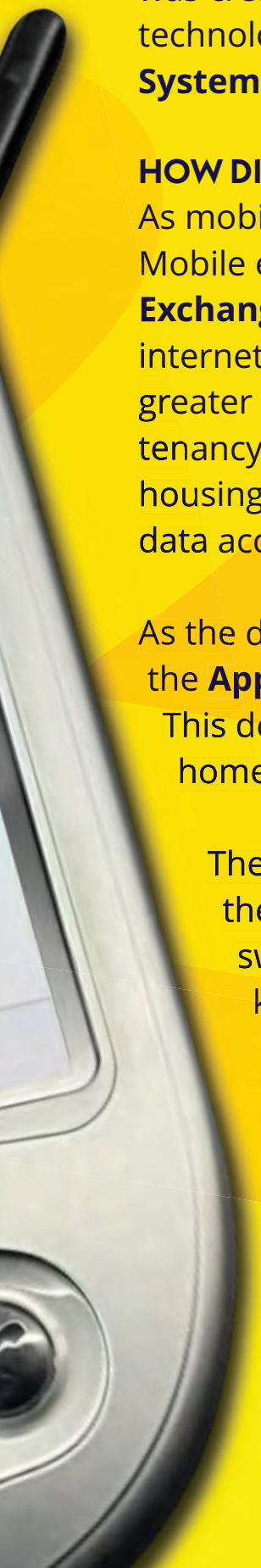
This period began the first contracts that housing associations had with mobile operators in the UK, aligning with the launch of 2G technology. It was during this time in the early part of the decade that we became exclusive to the housing sector and built the foundations of our pricing plans and support levels around the requirements of these newly formed, large public sector organisations.

Standard mobile phones like the **Nokia 5110** and then the **3210** and **3310** became essential tools for social housing staff. These devices enabled staff to maintain contact with colleagues and, crucially, provided a means to reach out in emergency situations.
2G technology represented a significant advancement over the first generation of mobile networks. Launched in the 1990s, 2G networks became the first to provide digital encryption of conversations, thus enhancing security and privacy for users. This generation introduced data services such as SMS text messaging, revolutionising communication.

The digital nature of 2G was its key feature, offering a more efficient and reliable service than the analogue 1G networks. It delivered better voice quality, reduced noise on the line, and accommodated a higher number of users within the same frequency band.

A BRIEF HISTORY OF MOBILE AIRTIME.

ORANGE SPV M1000



The term GSM originally referred to Groupe Spécial Mobile, which was created in 1982 as a pan-European mobile technology. As the technology achieved global reach, it earned the name **Global System for Mobile Communications**.

HOW DID THE HOUSING SECTOR USE 2G?

As mobile technology advanced, business services like Windows Mobile emerged and evolved to include 'push' functionality with **MS Exchange 2003**, enabling housing staff to access emails and the internet while on the go. This significant development allowed for greater flexibility and efficiency in their work. The ability to manage tenancy and property issues remotely revolutionised the way housing associations operated, streamlining communication and data access.

As the decade progressed, the popularity of Smartphones, led by the **Apple iPhone**, grew, increasing the demand for data services. This demand mirrored the shift from dial-up to broadband in home internet, spurring a similar evolution in mobile technology.

The General Packet Radio Service (GPRS), or 2.5G, emerged as the solution, restructuring the network to support packet-switched services and achieving data rates in the tens of kbit/s. **BT Cellnet** launched the world's first GPRS network in June 2000, a landmark development that **Vodafone** followed in April 2001, **Orange** in December 2001, and **T-Mobile** (replacing one2one) in June 2002. These advancements laid the groundwork for the next generation of mobile technology, heralding a new era in mobile communications.

A BRIEF HISTORY OF MOBILE AIRTIME.

3G

DRIVING SPEEDS UPWARDS.

The inception of 3G technology across UK networks up to 2010 initiated a period of rapid growth and expansion in mobile communications. **Three** launched the first 3G network in March 2003, providing users with new levels of data speed and connectivity. Vodafone introduced their 3G services in April 2004, followed by Orange in July 2004, both enhancing the reach and capabilities of 3G technology.

O2, after rebranding from BT Cellnet, unveiled their 3G network in February 2005, and T-Mobile rounded out the major operators with 3G services by October of the same year.

The mid-2000s saw the transformative development of 3G technology for mobile communications, offering faster internet speeds and enabling advanced services like video streaming and web browsing. This technological leap enabled smartphones to perform tasks once limited to computers, such as checking emails and browsing the internet, in a much faster way, changing the game for many industries, including social housing.

During this era, the importance of secure email grew within housing associations. Devices like the **HTC TOUCH 3G,** running on **Windows Mobile 6**, gained popularity for their push-syncing capability with Exchange 2007, giving housing staff the flexibility to access emails and the internet on the move.

A BRIEF HISTORY OF MOBILE AIRTIME.

BlackBerry 3G devices, including the **CURVE 3G** and **BOLD,** emerged as popular choices for the housing sector for their robust security and control features. The BlackBerry Enterprise Server (BES) provided a secure wireless solution, enabling users to enjoy mobile office benefits, such as push email and seamless access to company data and networks, without relying on dial-up.

Despite its significant popularity with consumers, housing associations did not initially favour **iPhones** due to their high cost and lack of integration with Microsoft Exchange, a critical feature for business operations at the time. They opted for devices that could seamlessly integrate with their existing systems.
The advancement of mobile technology with 3G and the availability of devices like Windows Mobile and BlackBerry improved the efficiency and flexibility of housing association operations significantly.

This period became a pivotal moment in the adoption of mobile technology in the housing sector, enhancing operational efficiency and service delivery. The evolution of 3G technology and its impact on housing associations demonstrates the transformative power of mobile communications in enhancing operational efficiency and service delivery.

THE ONGOING 2G & 3G PHASE-OUT.

The ongoing phasing out of 2G and 3G networks in the UK is part of a broader shift towards more advanced mobile technologies like 4G and 5G. As newer technologies become more prevalent, older networks are gradually retired to free up radio spectrum and resources for the newer, faster, and more efficient networks. This process is managed by the mobile network operators in coordination with the UK's communications regulator, Ofcom.

BLACKBERRY BOLD 9780 (2010)

While the specific details and timelines for the phasing out of 2G and 3G networks can vary between operators, the general trend is towards decommissioning these networks to make way for the enhanced capabilities of 4G and 5G. This transition is a natural progression in the telecommunications industry, as it allows for better use of the available spectrum and provides customers with improved services.

For housing providers and local authorities, this means that there will be a need to upgrade devices and systems to be compatible with the newer 4G networks, something we know has been prevalent in procurement exercises we work on in recent years. The move towards 4G and 5G offers benefits such as faster internet speeds, lower latency, and the ability to connect more devices simultaneously, which can significantly improve operational efficiency and communication.

4G & 5G

4G:

THE GATEWAY TO ADVANCED CONNECTIVITY.

The journey to 4G, known as Long Term Evolution (LTE), started its development as early as 2004, just as 3G was becoming the norm. The story of 4G is one of increased complexity and capability, with a range of frequencies ushering in a new era of high-speed internet connectivity. 4G redefined mobile technology with its all-IP network, offering a significant boost in speed and efficiency, akin to the leap from dial-up to broadband.

EE, emerging from the merger of **Orange** and **T-Mobile**, led the UK's 4G network launch in 2012. This early start, even before the official 4G frequency auction, paved the way for a nationwide rollout ahead of their competition. **Vodafone** and **O2** joined the 4G movement in 2013, with **Three** completing the major operators' lineup by the end of the year.

For the housing sector, 4G was even more transformative than 3G was. It enabled staff to work more efficiently, especially when mobile. By the time 4G became available, Android phones, such as the **Samsung Galaxy Ace**, were popular among our housing customers for their sync compatibility with MS Exchange and their affordability compared to iPhones.

Later, as 4G coverage expanded nationwide, the boom of video conferencing services, especially during the COVID-19 pandemic, marked a significant increase in remote work and flexible working arrangements. Services like **MS Teams**, **8x8 Meet**, and **Zoom** became indispensable, and 4G provided the necessary bandwidth to support these platforms.

IPHONE 5 (2012)

4G & 5G

The technology facilitated high-definition video calls with multiple participants, ensuring housing staff could stay connected and maintain operations despite physical distancing measures.

One innovative service that has emerged is **8x8's Remote Fix,** which enables housing repairs to be triaged remotely.

This tool allows tenants to share real-time visual information with DLO and maintenance workers in the field – using their tablets and smartphones – who can then assess the urgency of issues like a leaking pipe or guide customers through boiler resets.

This not only equips staff to provide accurate assessments but also offers instant resolutions, leading to far fewer visits and increased customer satisfaction.

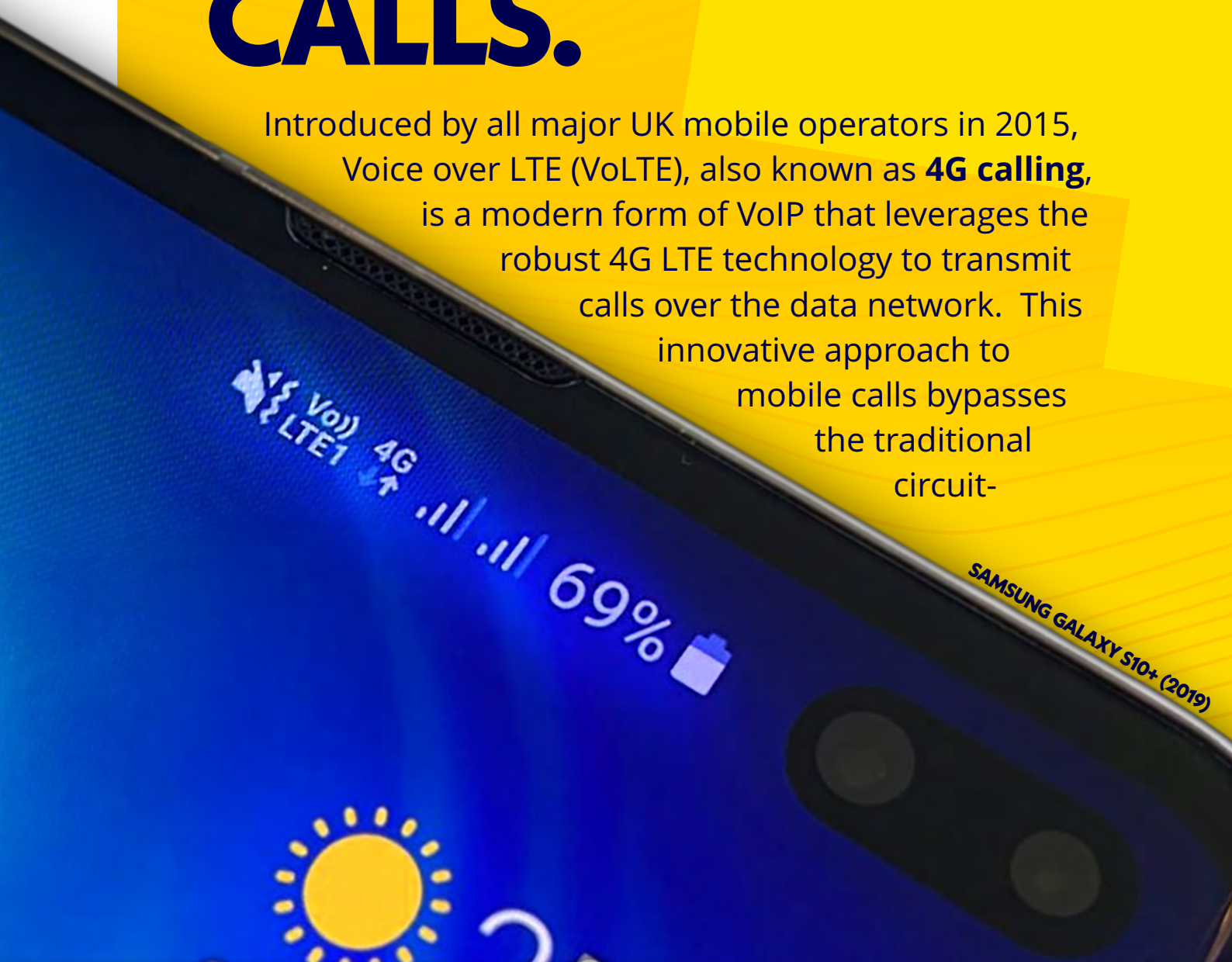
The adoption of remote video for working practices has undergone a significant shift. Where previously, the use of video calls for tasks like housing repairs might have met with resistance, the working-from-anywhere measures adopted during the pandemic has altered perspectives.

Now, both staff and customers are more willing to engage with these technologies. Flexible working practices have led to broader acceptance and integration of video conferencing into daily operations, demonstrating the flexibility and resilience of organisations and individuals alike.

4G & 5G

VoLTE: THE BACKBONE OF MODERN MOBILE VOICE CALLS.

Introduced by all major UK mobile operators in 2015, Voice over LTE (VoLTE), also known as **4G calling**, is a modern form of VoIP that leverages the robust 4G LTE technology to transmit calls over the data network. This innovative approach to mobile calls bypasses the traditional circuit-



-switched connections used on 2G and 3G networks, offering users a seamless and high-quality call experience. The significance of VoLTE will only grow as 2G and 3G networks are phased out in the coming years, making VoLTE the standard for mobile calls and the cornerstone of the UK's call experience, offering a suite of benefits that enhance every conversation:

- **UNMATCHED VOICE CLARITY:** VoLTE calls are crystal clear, making every word heard without the need for repetition.
- **SWIFT CALL CONNECTION:** The frustration of delayed call connections is a thing of the past with VoLTE's faster setup times.
- **RELIABLE CALL CONTINUITY:** The annoyance of blocked or dropped calls is significantly reduced, thanks to VoLTE's efficient call handling.
- **MULTITASKING MADE EASY:** With VoLTE, browsing the internet while on a call is seamless, catering to the needs of the modern multitasker.

One of the standout features of VoLTE is its Quality of Service (QoS) strategy. Unlike Over The Top (OTT) apps such as WhatsApp calls and alike, which share the data network on a 'best effort' basis, VoLTE calls are given priority on the network with stringent quality controls, ensuring that even during times of network congestion.

4G & 5G

ABOUT EE 4G.

EE's 4G network continues to be a significant player in the evolution of mobile connectivity, setting a high standard for coverage and service.

As the first operator to launch 4G in the UK, EE has not only expanded its coverage to over **99%** of the UK population but also boasts an impressive reach over **86%** of the country's landmass - a clear indicator of its dedication to providing comprehensive connectivity. Incidently, its transparent reporting of 4G geographic coverage is a distinction that sets it apart in the industry.

It also continues to demonstrate its commitment to connecting the nation's transport infrastructure, with its 4G network now covering 94% of Great Britain's roads, and expanding throughout the London Underground - including tunnels, platforms and ticket halls, bringing reliable mobile connectivity to even more people and places.

4G & 5G

5G: THE FUTURE OF MOBILE CONNECTIVITY IN HOUSING.

IPHONE 15 PRO MAX (2023)

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5G represents the latest advancement in the evolution of mobile networks, offering unprecedented data handling capabilities and speed. But 5G's benefits extend beyond speed. It's designed to connect more devices simultaneously and do so reliably, ensuring smooth operation of everything from smartphones to smart-thermostats without overloading the network.

DEMYSTIFYING LATENCY FOR EVERYONE.

Latency might sound like technical jargon, but it's a concept that affects us all. Simply put, latency is the time delay between a command and its execution in the digital world. It's the lag you notice when you click a link and wait for the page to begin loading, and when we measure it, the lower the number, the better. Think of it as the reaction time of a car with an automatic gearbox – when you press the accelerator, some cars instantly react, while others may take a momentary pause to select the appropriate gear.

This pause is akin to the latency in digital communications. Just as a high-performance sports car is designed for rapid acceleration, 5G technology is engineered to minimise latency, ensuring that digital commands are executed almost instantaneously. This is why 5G is well suited to **Internet of Things** and will work for the **Tactile Internet** – small and light data tasks are fulfilled almost instantly.

4G & 5G

In the UK, 5G networks are initially being built on top of existing 4G infrastructure. This approach is known on **non-standalone** (NSA) 5G. Essentially, it means that 5G services are delivered using a combination of 4G and 5G equipment. This allows for faster deployment and broader coverage while leveraging the existing 4G network.

While 4G has been instrumental in providing us with high-speed internet and seamless connectivity, the introduction of **5G Standalone** (SA) is set to revolutionise the digital communication landscape.

5G SA operates independently on a dedicated 5G network, free from the constraints of legacy 4G networks. This independence enables more streamlined data handling, resulting in substantially increased speeds, reduced latency, and the capacity to connect a vast array of devices seamlessly.

As 5G SA is a pure 5G network, we are on the cusp of a future where connectivity is not only faster but also more intelligent. It paves the way for innovative features like network slicing, which customises bandwidth for specific applications, and edge computing, which positions processing power closer to the data source.

NETWORK SLICING: CUSTOMISED CONNECTIVITY FOR CRITICAL SERVICES.

Network slicing stands as a game-changer in 5G technology. This innovation allows for the creation of multiple virtual networks, each with its own set of resources, tailored to meet specific service requirements, all within a single physical network infrastructure.
For emergency services, network slicing represents more than just a technological upgrade—it's a critical support system. EE, having been appointed by the Home Office to oversee telecom services, has proven the value of network slicing in maintaining swift, reliable, and uninterrupted communication channels for the emergency services.

4G & 5G

ABOUT EE 5G.

EE led the UK's foray into 5G, launching the first network in May 2019 with other networks having since joined the fray.
Leveraging BT's extensive network and infrastructure, EE has been able to provide unmatched 5G coverage to over 73% of the UK population as of March 2024, whereas the next best operator is Three with 60%.

EE's commitment to the 5G rollout is evident in their ambitious goal to provide 5G coverage across the entire UK by 2028. This expansive reach is set to unlock a myriad of possibilities, from enhanced personal communication to advanced enterprise solutions.

THE EE 5G STRATEGY:
"The same as our 4G strategy – always stay one step ahead of demand for capacity, peak & average speeds, low-latency and innovative services."

Andy Sutton, Principal Network Architect, **BT**

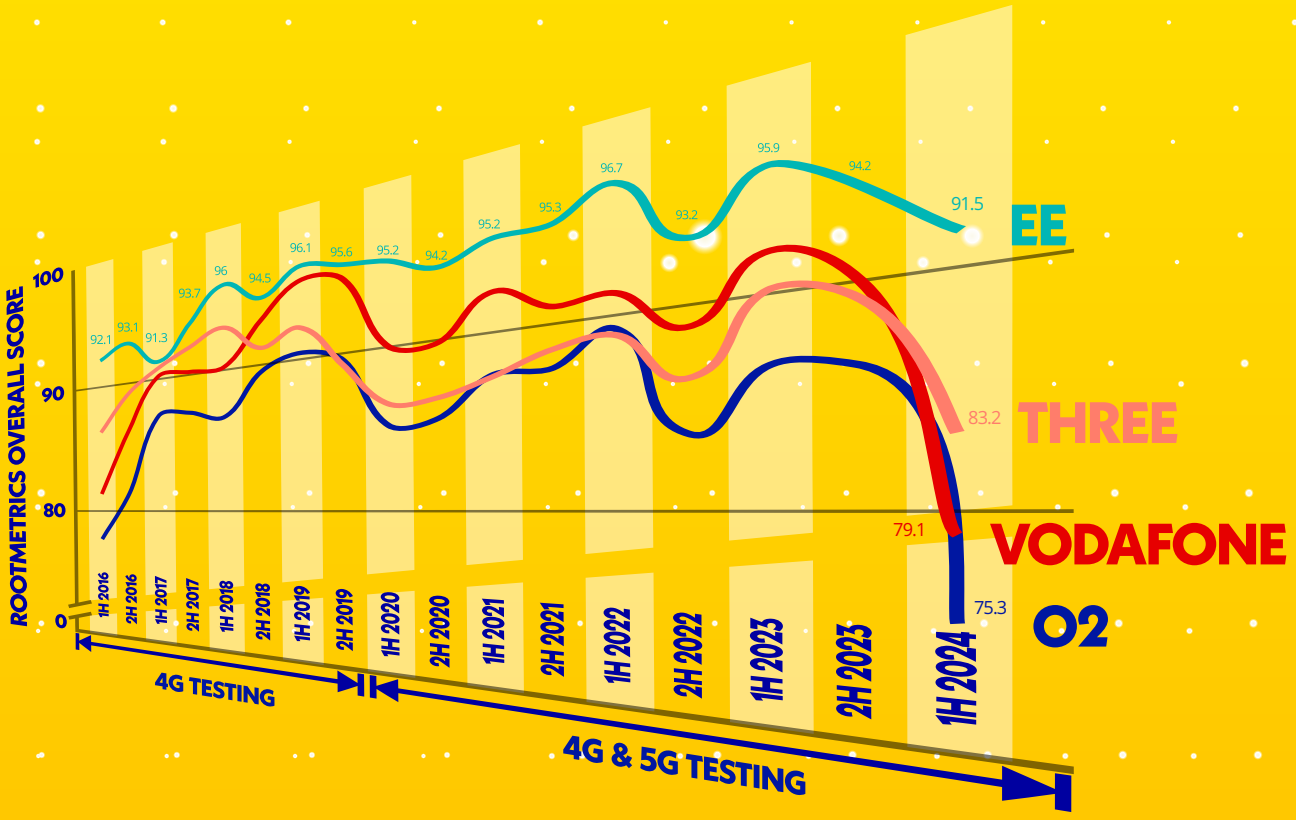
4G & 5G

EE'S UNMATCHED 4G & 5G EXCELLENCE.

From 2013 to 2019, before the advent of 5G, EE had already established itself as the leader in the UK's 4G landscape. EE's performance in the UK's 4G mobile network landscape was nothing short of extraordinary. The **Rootmetrics** scores from this period reveal a network that not only led in overall performance but also excelled in reliability, speed, and call quality. EE's consistent top rankings across these metrics are evidence to its commitment to providing an exceptional mobile experience.

ABOUT ROOTMETRICS.

RootMetrics UK's testing process is designed to reflect real-world mobile usage, focusing on data, calls, and text performance. They utilise the latest 5G-enabled Samsung smartphones to test 4G LTE and 5G networks of operators like EE, Three, Virgin Media O2, and Vodafone. Testing occurs day and night, while walking and driving, using random sampling to ensure robust results. They aim to characterise performance in typical consumer usage scenarios, ensuring their data is representative of actual user experiences.



OVERALL PERFORMANCE: THERE'S A CONSISTENT LEADER.

EE's overall scores remained impressively high throughout the 4G era, never falling below 91.3 (2017).

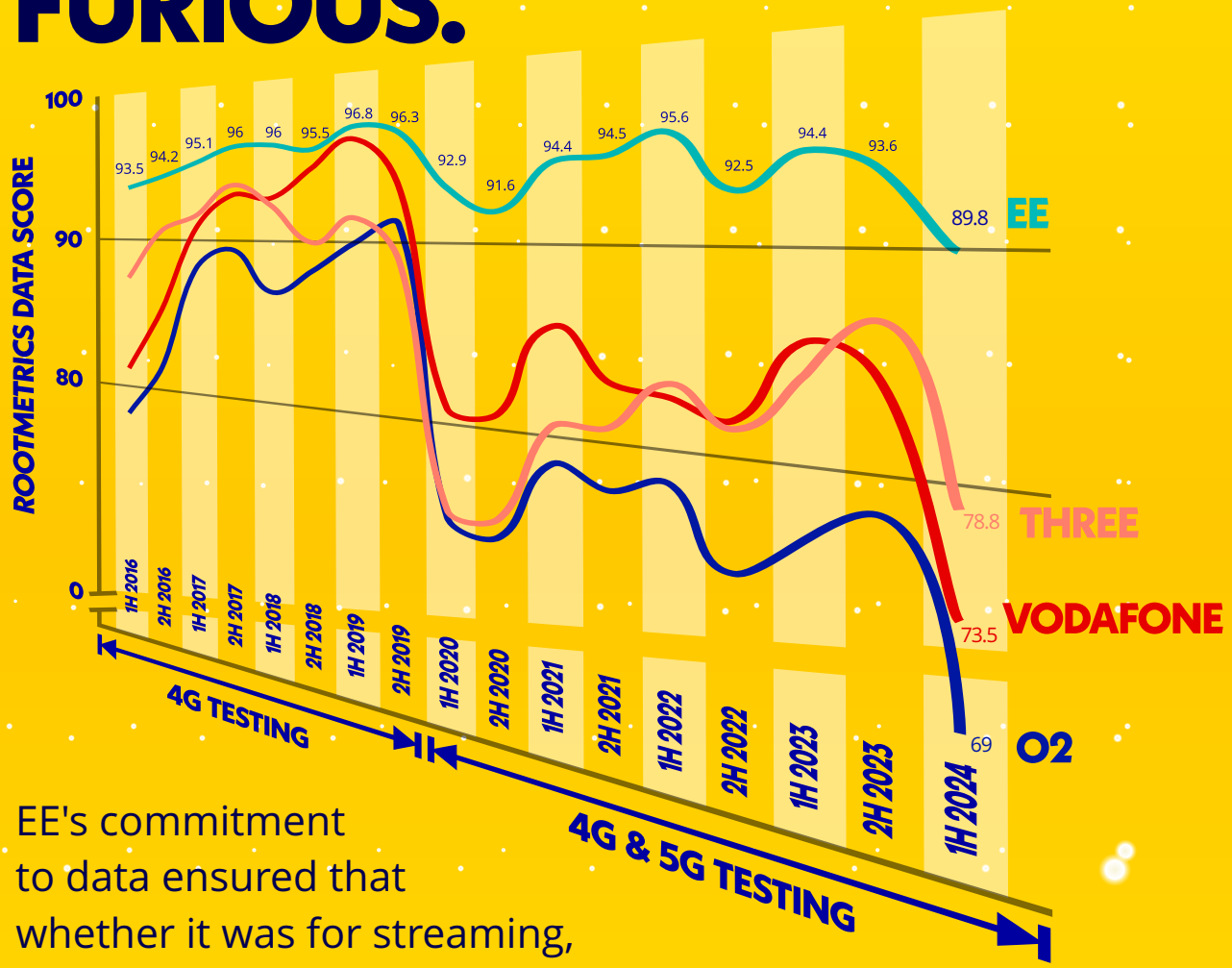
From 2020, testing involved the use to 5G-capable Samsung Galaxy handsets. Despite the challenges involved with rolling out the new technology, EE's scores continued to outperform the other networks.

This consistency reflects EE's dedication to maintaining a network that users could trust for all their mobile needs.

Due to changes in RootMetrics' scoring methodology across some testing periods, comparisons across different testing periods may not be appropriate. However, the respective columns on the x-axis remain a reliable comparison between networks within each testing period.

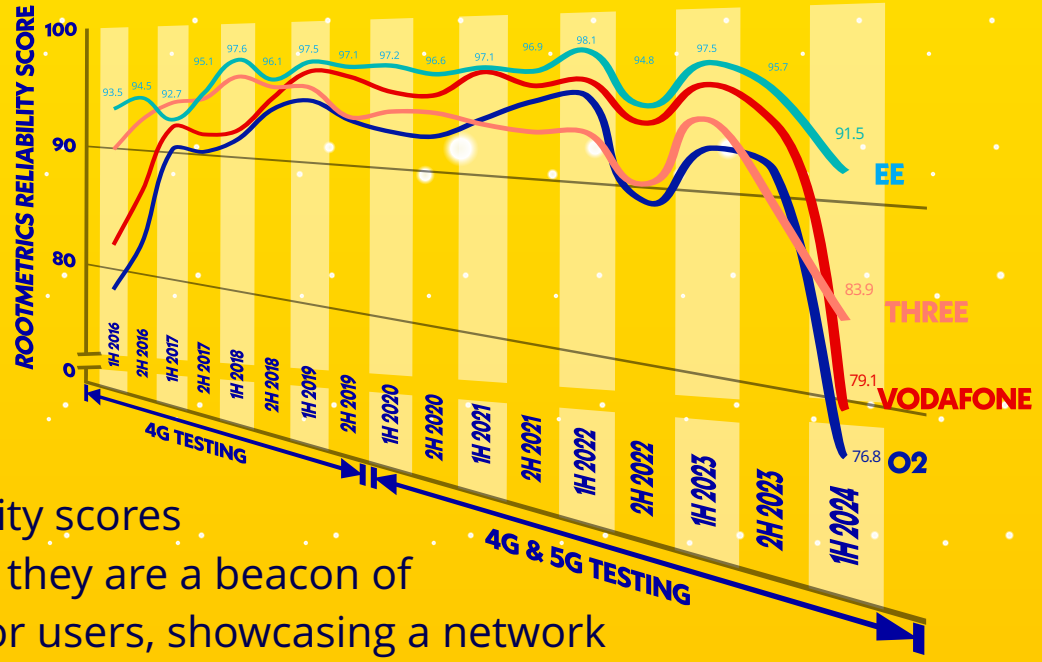
4G & 5G

DATA: FAST AND FURIOUS.



EE's commitment to data ensured that whether it was for streaming, browsing, or downloading, users enjoyed a seamless and rapid connection. EE's data scores were consistently the highest, reflecting its position as the fastest network in the UK. Note the disparity between EE and its competition when 5G was launched in 2020 and since.

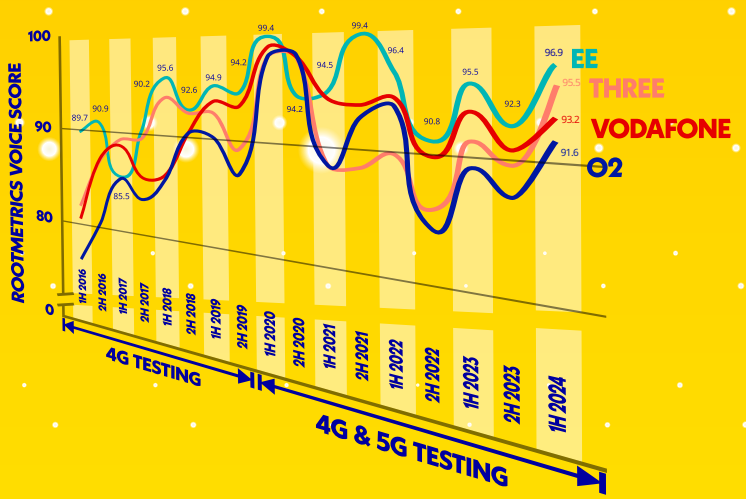
RELIABILITY: THE BACKBONE OF TRUST.



EE's reliability scores proves they are a beacon of trust for users, showcasing a network that was robust and dependable. With scores consistently above 92.7 for 4G and 94.8 since 5G lauched, EE proved to be a network that users could rely on for their most critical communications and streaming needs.

CALL QUALITY: CRYSTAL CLEAR CONVOS.

Again, EE are consistently top. This is indicative of a network that has prioritised communication clarity and quality.



https://rootmetrics.com/en-GB/home

THE TEAM PLAN.

OUR AIRTIME PACKAGE.

SET & FORGET CONTRACT SPEND.

The **Team** plan is uniquely structured to provide **financial predictability and flexibility**.

At the beginning of your contract, the contract spend is clearly defined, ensuring that there are no surprises in your billing. Unlike traditional contracts and plans, where mid-term add-ons and new connections can lead to increased monthly costs, contracted spend, and sometimes increase the contract term, the Team plan maintains your spend level.
If your monthly spend does increase, say by way of new connections, it simply means that the duration of your contract term decreases, providing a transparent and manageable approach to your organisation's telecommunications budget. Good, eh?

SCALEABLE DATA ALLOCATION.

Traditionally, organisations might purchase a large shared data allowance, often favouring the peace of mind to have way more data than needed to create a buffer for peak usage times. This buffer comes in handy occasionally, but most of the time it results in paying for something that's not required.

With the Team plan, this approach has been reimagined. A shared data allowance is tailored for your organisation before your contract starts, with a defined increment per SIM card as outlined in your quotation. Should your usage increase, EE automatically adjust your allowance increment to the next tier up, ensuring you avoid overage charges. This innovative model means that your monthly line rental will increase, but your pre-defined contracted spend remains the same, offering a more sustainable and economical solution for data management.

THE TEAM PLAN.

QUARTERLY BUNDLE REVIEWS.

EE is committed to working with you to manage your data usage effectively. Usage is analysed quarterly to prevent any surprises and ensure that your data plan remains aligned with your actual needs.
If usage has exceeded the aggregated total available on average over the review period, EE will not charge for the excess usage but will automatically move every connection under the agreement to the next suitable data contribution.
It's important to note that any one-off usage peaks that result in a bundle increase can also be adjusted downward and probably will if the increase was related to a one-off incident.

PROTECTION FROM SURPRISE BILLS:

With EE's alerts, you can be emailed when data usage thresholds are exceeded both at home and abroad. This proactive measure prevents any unexpected charges from appearing on your bills, giving you peace of mind and control over your organisation's data expenditure.

TAILORED VOICE & TEXT OPTIONS.

Our airtime package for the housing sector offers a range of voice and text options to ensure that every organisation can find a plan that suits their specific needs.

Unlimited UK Calls and Texts: For those who require extensive communication capabilities, our plan includes unlimited calls and texts from within the UK to UK mobile numbers and to UK landlines starting with 01, 02, and 03. This unlimited package ensures that your team can stay connected with ease, without worrying about additional costs.

Aggregate Pool of Minutes: We also understand that some accounts may have lower voice usage. To cater to this, we offer an aggregate pool of minutes based on either 200 or 400 minutes per SIM. This option provides a cost-effective solution for organisations that do not require unlimited voice services but still value the flexibility of a pooled minute plan.

Roaming Benefits: Stay connected even when you're away. With the Team plan, you can roam freely in Europe at no additional cost, ensuring that you can communicate as easily abroad as you do at home. For travel outside of Europe, we offer a flat daily rate for roaming in over 60 countries, providing peace of mind and predictable costs when you're travelling internationally.

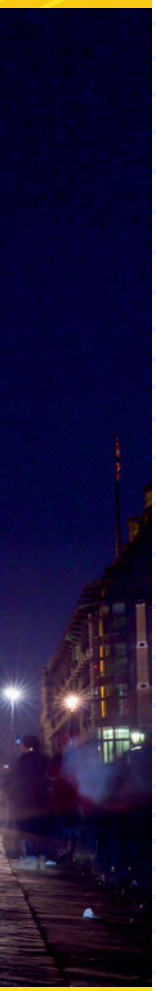
THE TEAM PLAN.

UNMATCHED SPEEDS & CAPACITY.

With 5G, users can enjoy the fastest uncapped speeds currently available, making it possible to download and upload large files, stream high-definition content, and engage in real-time communication without any lag. The network's ability to handle a vast number of connected devices simultaneously also opens up new possibilities for smart housing, Internet of Things (IoT) applications, and more.

NETWORK SLICING FOR ENHANCED PERFORMANCE.

5G technology revolutionises connectivity with network slicing, which allows the creation of multiple virtual networks on a single physical infrastructure. This feature enables businesses to customise a dedicated slice of the network to meet their specific data and communication needs.

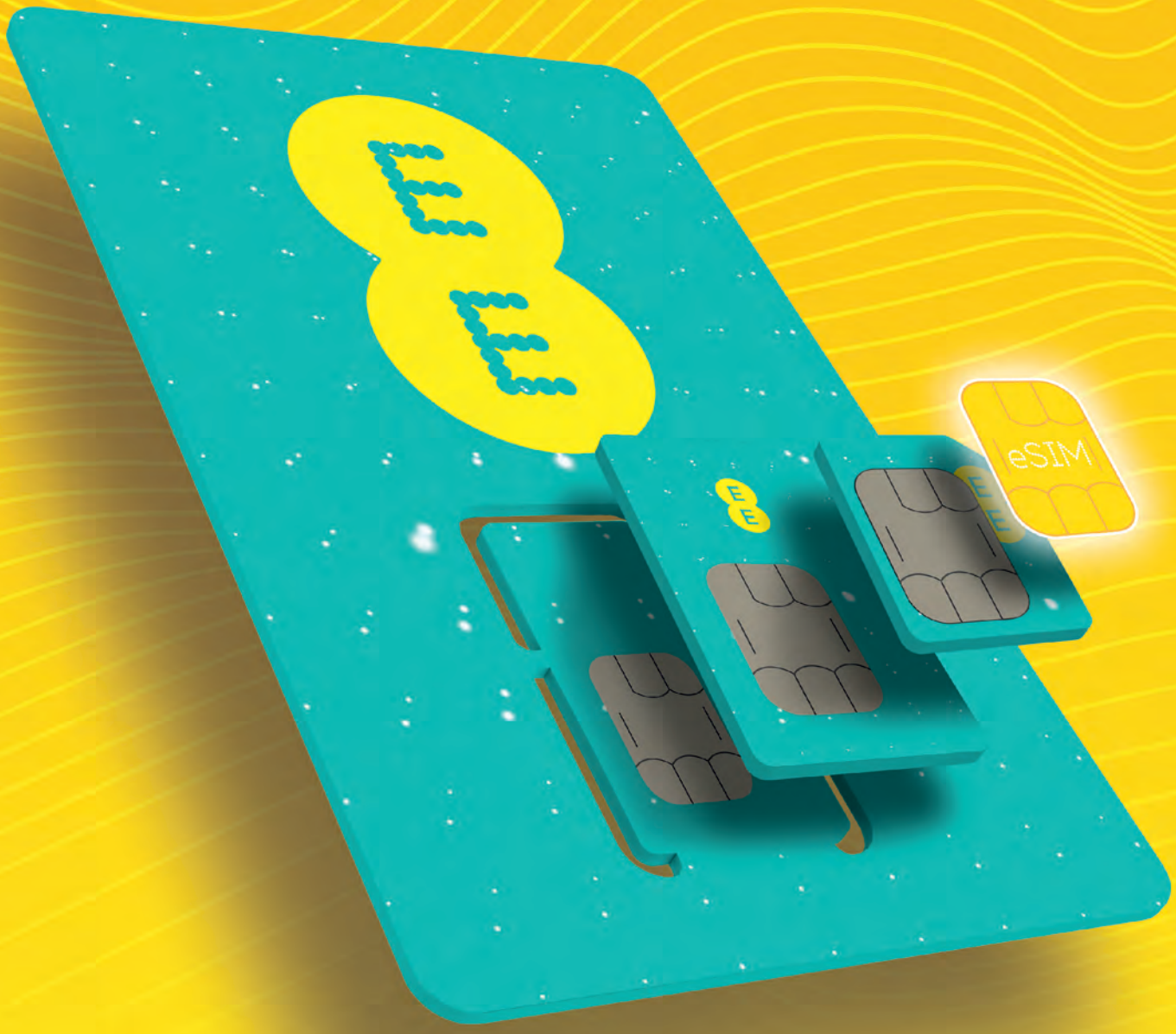


For housing sector organisations, network slicing ensures uninterrupted critical operations, even amidst high traffic demands from activities like gaming or streaming nearby. **Our Team plan** offers not only network priority over consumer users but also the option to customise network slices for prioritising specific applications.

Each slice can be tailored with unique resource allocations, Quality of Service (QoS), security settings, and latency specifications. Consequently, customers can determine priority applications, guaranteeing that essential services, such as cloud-based applications, perform optimally, even during peak network usage.

THE TEAM PLAN.

eSIMS.



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eSIMPLICITY TRANSFERING TO EE.

eSIMs revolutionise the way organisations can manage their mobile assets by offering unparalleled convenience, flexibility and a simple way to transition to another network. The 'e' in eSIM stands for 'embedded', indicating that it is a built-in feature of the handset, not a plastic removable module like traditional SIM cards. The rewritable nature of eSIMs simplifies the process of switching mobile networks. Instead of the traditional method of ordering and inserting new physical SIMs, eSIMs allow devices to be updated online. By scanning a QR code, the SIM profile is downloaded directly to the device, streamlining the switch to a network like EE.

Samsung and Apple have been pioneers in this technology, incorporating eSIMs into their high-end Galaxy S20 series since 2020 and extending it to the mid-range Galaxy A series in 2023. Apple started with the iPhone XS in 2018 and SE models in 2020 and have included it as part of their range ever since.

EFFICIENT ADMINISTRATION VIA EE MOBILE MANAGER.

Using EE Mobile Manager platform, administrators can order, assign, and manage eSIMs with ease. The platform's capabilities include viewing and sending eSIMs, handling replacements, and processing bulk orders, all within a user-friendly interface.

THE TEAM PLAN.

COMPREHENSIVE MOBILE SECURITY.

Cybersecurity is of paramount importance in the housing and local authority sectors, where the perception of mobile security has dramatically shifted. Once considered a lesser concern, the reality of **multi-million pound fines** for data breaches involving mobile devices has started a transformation in the sector's approach to security.

In this dynamic landscape, organisations, particularly within the housing sector, must adopt robust solutions to guard against the constantly evolving threat landscape. While **Microsoft Intune** is a popular UEM solution, it does not offer the highest level of protection against sophisticated threats. Ivanti emerges as a critical player, bridging the security gaps with its advanced Mobile Threat Defense (MTD).

Ivanti's MTD enhances Intune's capabilities and provides superior security measures with state-of-the-art threat detection and response mechanisms, ensuring comprehensive security for mobile devices.

Ivanti offers two robust solutions tailored for small and medium-sized enterprises (SMEs): Ivanti SME Secure UEM as an alternative to Intune, and Ivanti Mobile Threat Defense (MTD). Each solution is designed with the security of mobile devices in mind, offering unique benefits and serving distinct purposes within the realm of mobile security. Together, they form a formidable defence, ensuring that mobile devices are not merely managed but thoroughly secured against threats:

IVANTA SME SECURE UEM.

IVANTA MOBILE THREAT DEFENSE (MTD).

THE TEAM PLAN.

IVANTI SECURITY. EVERYWHERE WORK.

IVANTI SME SECURE UEM:

This solution is included free of charge to our customers and provides a secure and productive environment for any mobile device, whether Android or iOS.
Ivanti SME Secure UEM simplifies inventory management, device configuration, and security policy deployment across all user devices. Its integration with Google Zero Touch makes onboarding seamless, ensuring that devices are secure from the start.

IVANTI MOBILE THREAT DEFENSE (MTD):

Offered as an optional add-on for £3.50, Ivanti MTD goes a step further by protecting and addressing known and zero-day threats on mobile devices. It requires no user interaction, ensuring 100% adoption from day one. Ivanti MTD is integrated as part of the MDM/UEM client, making deployment straightforward with just a license key purchase.

COMPARISON AND BENEFITS:

While Ivanti SME Secure UEM focuses on device management and security policy enforcement, Ivanti MTD specialises in threat detection and prevention. Ivanti SME Secure UEM is ideal for organisations looking for a cost-effective way to manage and secure their mobile devices.

In contrast, Ivanti MTD is suited for those who require advanced protection against mobile threats, including device, application, network, and phishing attacks.

THE TEAM PLAN.

IVANTI UEM: ENHANCING MOBILE MANAGEMENT BEYOND MICROSOFT INTUNE.

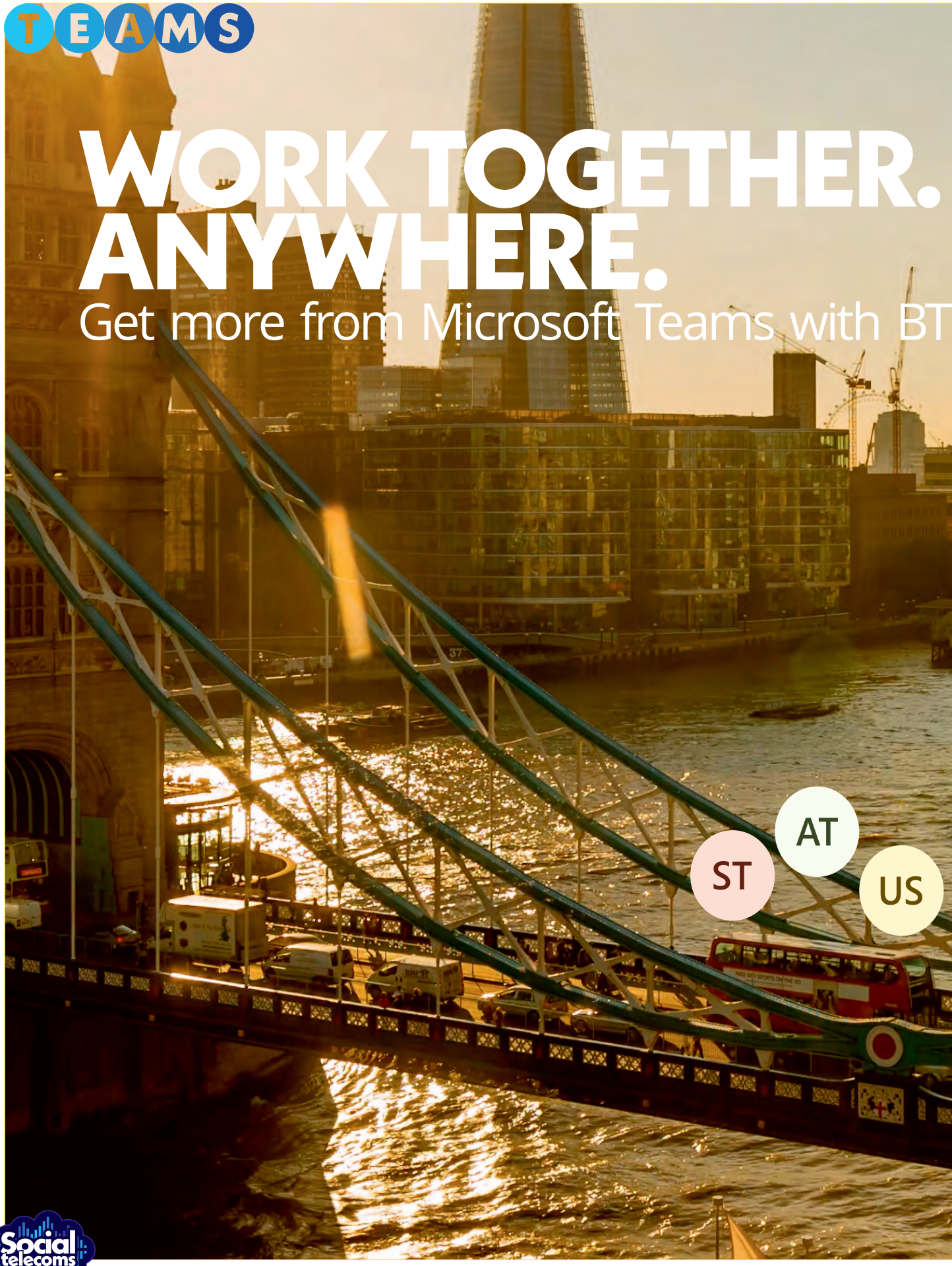
While **Microsoft Intune** is prevalent in the housing sector, Ivanti offers compelling reasons to consider its services either as an alternative or a complementary solution to Intune:

- **Passwordless Single Sign-On:** Ivanti provides a passwordless single sign-on experience for applications or SaaS services, which is not available with Intune. This feature enhances security by reducing the risks associated with weak or reused passwords and delivers a more streamlined user experience.
- **Advanced Multi-Factor Authentication:** Ivanti's multi-factor authentication is designed to be more robust against social engineering and other exploits compared to traditional methods, offering an additional layer of security for your mobile environment.
- **Optimised Employee Experience:** Ivanti focuses on delivering a better employee experience, which can lead to improved productivity through optimized enrollment processes. Allowing users to choose their device of choice, Ivanti facilitates a more productive work environment without losing visibility or control.

COMPLEMENTARY TO MICROSOFT INTUNE:

For organisations already invested in the Microsoft ecosystem, Ivanti's Mobile Threat Defense (MTD) is specifically designed to provide advanced threat protection for mobile devices, complementing **Microsoft Intune** by providing enhanced features that Intune lacks.

- Ivanti MTD uses machine learning and real-time analysis to detect and mitigate threats as they occur, including zero-day vulnerabilities that general UEM solutions like Intune may not be equipped to handle.
- Ivanti MTD offers comprehensive coverage, protecting against a wide range of threats such as malware, phishing, network attacks, and application vulnerabilities, which can be more extensive than the protection provided by Intune.
- Behavioural analysis is a key feature of Ivanti MTD, continuously monitoring device behaviour to identify and respond to suspicious activities, enhancing the security measures beyond what Intune may offer.
- Ivanti MTD provides detailed threat assessment reports, helping IT teams understand and respond to potential risks more effectively, offering insights that may not be as detailed in Intune.
- The solution is continuously updated with the latest threat intelligence to protect against emerging threats, ensuring that the organization's mobile devices are safeguarded against the latest security challenges


TEAMS
WORK TOGETHER.
ANYWHERE.
Get more from Microsoft Teams with BT
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US

ELEVATING HOUSING COLLABORATION WITH TEAMS PHONE MOBILE.

In the dynamic world of the housing sector, collaboration is not just a buzzword; it's the lifeline that ensures seamless operations and service to your communities. Microsoft Teams has become an integral part of this collaborative ecosystem, enabling colleagues to connect, share, and progress in their collective missions. Building on this foundation of teamwork, Teams Phone Mobile emerges as a transformative communication solution, tailored to enhance and expand the capabilities of Microsoft Teams.

Teams Phone Mobile, a strategic alliance between Microsoft and EE, is more than a telephony service; it's a commitment to enriching the collaborative experience for housing providers. By integrating the robust features of Microsoft Teams with the reliability of EE's network, Teams Phone Mobile offers a unified communication platform that is both innovative and indispensable.

TEAMS

SIM-ENABLED NUMBER CALLING WITH TEAMS.

Teams Phone Mobile revolutionises the way housing providers communicate by introducing SIM-enabled number calling within Microsoft Teams. This feature allows users to make and receive calls from their smartphone's **native dialler** or Teams endpoints using a single business-owned SIM-enabled mobile number. It ensures a consistent presence across devices, whether calling from a mobile or a company service number, and extends the power of Teams to even **non-smartphone** devices for the first time.

DEVICE FLEXIBILITY: SEAMLESS COMMUNICATION ACROSS PLATFORMS

Teams Phone Mobile offers unparalleled device flexibility, allowing users to move calls seamlessly between devices and Teams endpoints without dropping the call.

Whether it's transitioning from a mobile phone to a desktop client or from a tablet to a laptop, Teams Phone Mobile ensures that the conversation continues uninterrupted. This flexibility not only enhances productivity but also ensures that communication remains consistent and professional, regardless of the device being used.


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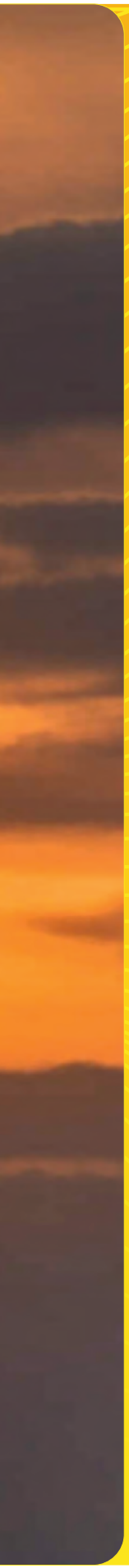
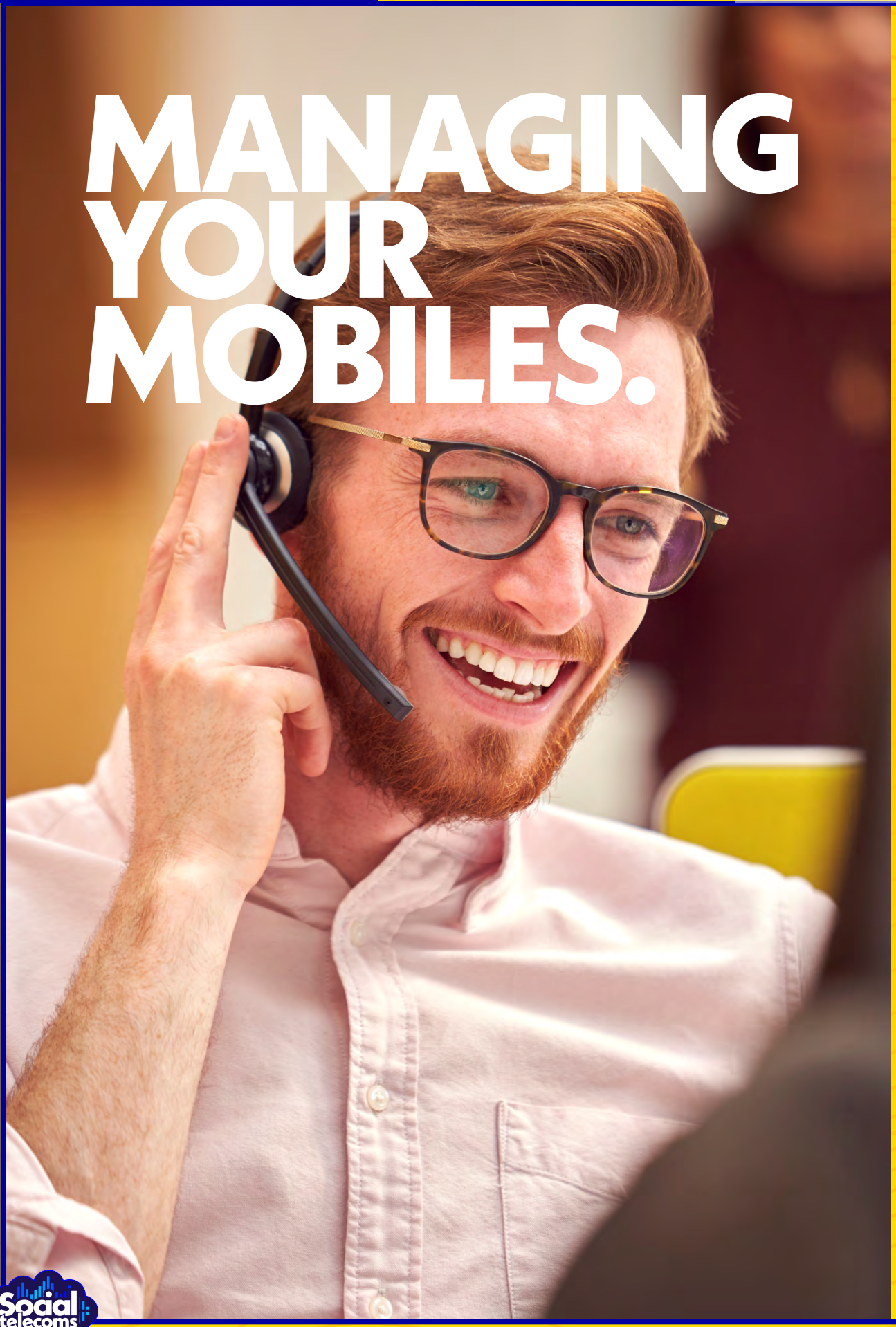


ENTERPRISE-GRADE SECURITY AND COMPLIANCE: ENHANCED BY BT'S PSTN CONNECTIVITY

Teams Phone Mobile not only brings the security, privacy, and compliance capabilities of Microsoft Teams to voice calls on native mobile devices but also benefits from BT's superior link to the Public Switched Telephone Network (PSTN). This collaboration ensures that housing providers can rely on a more robust and reliable telephony service compared to what Microsoft alone can offer.

- **Superior PSTN Link:** BT provides a direct link to the PSTN, offering a higher quality of service and reliability, which is crucial for housing providers who cannot afford communication disruptions.
- **Enhanced Security:** The integration with BT's network means that calls made through Teams Phone Mobile are protected by additional layers of security, ensuring that sensitive information remains.
- **Reliable Connectivity:** With BT's expertise in network services, housing providers can expect consistent and dependable connectivity, enhancing the overall communication experience.

MANAGING YOUR MOBILES.



At Social Telecoms, our commitment to effective contract management ensures that our clients recieve the utmost support and service excellence throughout our partnership. We provide regular account review meetings, either in person or remotely, to review data usage and report any threats to the data allowance throughout each month.

DEDICATED SUPPORT TEAM.

Our dedicated support team is available Monday to Friday to address any queries or concerns promptly. Whether it's billing inquiries, technical assistance, or account management, our team is committed to providing efficient and personalised support to ensure smooth operations.

PROACTIVE COMMUNICATION.

We believe in proactive communication to foster transparency and trust. Regular updates, notifications about account changes, and proactive outreach to address any emerging needs or issues are integral parts of our approach. This ensures that our clients remain informed and engaged throughout the contract duration.

ACCESSIBILITY VIA EE MOBILE MANAGER.

Your mobile airtime contract will be seamlessly integrated into the EE Mobile Manager. This platform us to manage your mobile services effectively, including monitoring usage, accessing billing information, and making necessary adjustments.

ABOUT EE MOBILE MANAGER.

Unlock the full potential of your mobile communications with EE Mobile Manager, the management portal designed for businesses like yours. With EE Mobile Manager, you have a single, easy-to-use platform that puts you in complete control of your reporting, spending and device controls.

CONTROL YOUR COSTS AND SERVICES.

Take charge of your data with live reporting and spend controls. EE Mobile Manager updates you with usage records in real-time, allowing you to react swiftly and stay in control of your costs. Manage and protect your business devices with lost and stolen restrictions, PUK codes, and SIM swaps, all within your reach.

PREMIUM AND ROAMING MADE EASY.
Avoid unexpected charges with features that restrict calls and texts to premium rate, non-geographic, and international numbers, as well as usage while roaming. EE Mobile Manager gives you the power to manage these services effectively, ensuring you only pay for what you need.

SIM ADMINISTRATION MADE SIMPLE.
The platform's capabilities include viewing and sending eSIMs, handling replacements, and processing bulk orders, all within a user-friendly interface.

TESTIMONIALS.

POPLAR HARCA

poplarharca.co.uk

Poplar HARCA has been at the forefront of providing quality social housing in East London, managing approximately 10,000 homes with a commitment to community development and resident wellbeing.

Our collaboration with Social Telecoms CIC has been a pivotal element of our success and as the Assistant Director of ICT, I've witnessed first-hand the transformative impact of their telecommunication solutions on our operations and services.
Social Telecoms' deep understanding of the social housing sector's requirements, coupled with their high customer service levels, friendly nature, and expertise, has enabled us to maintain a robust and reliable communication network. They ensured a smooth transition of our 400+ SIMs from T-Mobile to Orange in 2013, and have shown remarkable adaptability ever since, reflecting their dedication to our requirements.

As well as offering a bespoke service registering devices on our MDM platform, they pro-actively monitor our account and alert us to anomalies with mobile usage to enable us to take immediate corrective action. The customer service team is extremely efficient and capable and our account manager is always available and willing to assist.
Our partnership has grown to include Contact Centre and UCaaS services, as well as digital inclusion initiatives like kiosk terminals and Community WiFi, further reinforcing our trust in Social Telecoms. Their unwavering support has been crucial in our mission to provide accessible and efficient services to our residents.
I am confident that Social Telecoms will continue to deliver exceptional service and expertise. Their commitment to customer satisfaction and their bespoke approach to meeting the needs of a social housing provider like us have been exemplary.

DAVID LEAK.
Assistant Director of ICT.
Poplar HARCA.

TESTIMONIALS.

CITIZEN

citizenhousing.org.uk

As a valued customer of Social Telecoms since 2014, we at Citizen Housing have consistently been impressed with the exceptional level of customer service provided to us. Our journey began with a tender exercise back when we were known as WM Housing, and Social Telecoms' proposal to switch to the newly branded EE tariffs was a draw for us, offering the same reliable coverage we had come to expect from T-Mobile and Orange.

Now, with over 1300 SIM cards on the EE network, we can confidently say that our decision to partner with Social has been instrumental in our growth and success. Their ability to meet our hardware requirements with ease, coupled with their status as the no.1 ranked supplier on the PFH Telecommunications Framework, has enabled us to direct award multiple contracts.

This streamlines our processes and ensures we remain at the forefront of our industry, not to mention the value for money we gain from access to this framework.
The self-help options provided to our end-users and the bespoke cost-centre billing reporting tailored to our needs have not only met but exceeded the key objectives we set out in our 2013 tender. The geographical network coverage and the advancements of the EE network have been perfect, ensuring our team remains connected, no matter where they are.

We are particularly appreciative of the direct and personal customer service we receive; it's clear that Social Telecoms values our business and goes above and beyond to ensure our satisfaction. It's this level of service that cements them not just as a supplier but as a trusted partner in our continued success.

IAN TINSLEY.
Director of ICT.
Citizen Housing Group.

FAQs.

Social telecoms & PARTNERS

1. HOW DOES THE PARTNERSHIP BETWEEN SOCIAL TELECOMS, EE AND PROCUREMENT FOR HOUSING TRANSFORM THE LANDSCAPE OF CONNECTIVITY FOR THE HOUSING SECTOR?

Social Telecoms has supplied dedicated connectivity to the housing sector for 12 years. It's senior staff have more than 100 years of combined deep housing-sector knowledge to apply to customer requirements that leverage **EE**'s award-winning network coverage and throughput. This partnership allows housing providers to receive reliable, high-quality connectivity, competitive pricing, and set & forget contract spend, enabling them to serve their workforce and communities more effectively.

EE and **BT Group** streamline connectivity for the sector by integrating mobile with **BT**'s leading fixed communications, leading to innovative solutions such like network slicing in 5G which enhances enterprise capabilities. Their service to emergency services, trusted by the **Home Office**, demonstrates their commitment to providing reliable and quality service across all sectors, including housing and local authorities.

All of this backed up by the leading framework agreement in the housing sector - **Procurement for Housing (PfH)**, reducing contract delivery time, removing tender requirements and ensuring legal compliance.

2. HOUSING PROVIDERS CAN COVER LARGE AREAS, INCLUDING URBAN AND RURAL AREAS. HOW CAN EE BENEFIT THEM?

Chapter 3 covers EE's network, which has been recognised as the UK's best for 11 consecutive years due to its reliability and speed. Housing providers, already familiar with dependable networks in their operating area, may find considering EE a worthwhile strategic move. EE has consistently led across all metrics in **RootMetrics**' real-world testing, including reliability and speed. They are the only network to publicise 4G coverage across 86% of the UK's geographic landmass and 94% of its roads, rather than just sticking to the 99% of the population narrative like other operators.

This transparency demonstrates a commitment to extensive and dependable connectivity. With such coverage, housing providers maintain essential communications and faster speeds, even in the most remote areas, which enhances their service and responsiveness to customer needs.

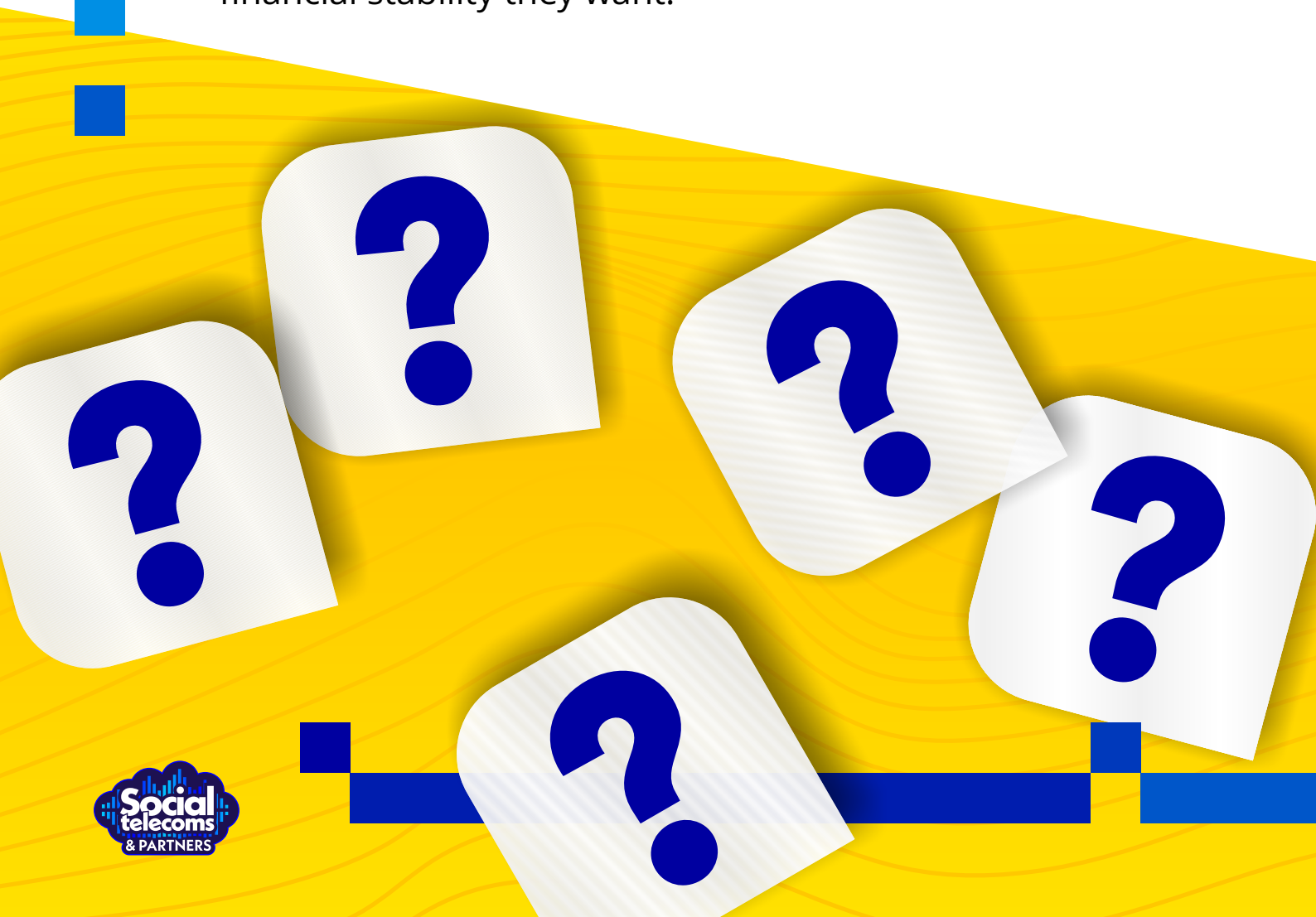
3. WHAT ADVANCED CONNECTIVITY OPTIONS ARE AVAILABLE, AND HOW DO THEY ENHANCE OPERATIONS FOR THE HOUSING SECTOR?

4G Connectivity: The phase-out of 2G and 3G networks has established 4G as the primary network for voice calls through **VoLTE** (Voice over LTE) technology. This provides superior Quality of Service (QoS) - ensuring clearer call quality and better connectivity whilst faster data rates support hosted voice applications such as **Teams**, **Facebook**, **WhatsApp**, **8x8** etc. The robust 4G network with carrier aggregation and hand off to 5G as required handles services like video conferencing with ease, which has become crucial for maintaining operations when working from anywhere.

5G Connectivity: As the first network to deliver the 5G rollout, EE is revolutionising the mobile network landscape. The next advancement in 5G, known as **5G Standalone** (5GSA) technology, brings benefits like lower latency, dedicated capacity, network slicing, and enhanced network performance. These improvements will prove pivotal for housing providers, enabling real-time intensive data processing, improved **IoT** device performance, and the potential for innovative services such as smart housing solutions. This paves the way for a more connected and efficient future in the housing sector.

4. CAN YOU EXPLAIN THE SERVICE PLANS THAT RESONATE WITH THE REQUIREMENTS OF THE HOUSING SECTOR?

Chapter 4 details a service that is particularly beneficial to the sector. The **Set and Forget** feature guarantees a fixed contract spend from the start, with any additional services added simply contributing to reaching the predefined spend sooner, rather than increasing it or extending the term. This approach, combined with **safeguards** against unexpected costs, meets the housing sector's expectations for financial predictability and adaptability, providing housing providers with the operational efficiency and financial stability they want.



5. WHAT ARE THE KEY CONSIDERATIONS FOR HOUSING PROVIDERS WHEN MANAGING MOBILE AIRTIME CONTRACTS?

When managing mobile airtime contracts, housing providers need to prioritise a supplier who actively manages day-to-day operations and offers a service plan that aligns with their operational needs and budgetary constraints

Ideally, they want a contract that seemingly runs itself, or at least runs without incident with a supplier that's in control for you. A Set & Forget Contract Spend, ideal for predictable budgeting, fixes the contract spend from the outset. Shared Data Plans offer vital scalability for data allocation, allowing organisations to adjust based on changing needs, ensuring cost-efficiency and avoiding waste. Strong service levels are crucial, and housing providers should expect reliability akin to the service levels demonstrated in the Home Office's contract with EE and PfH's agreement with Social Telecoms.

DON'T STOP AT MOBILES.

CUSTOMER EXPERIENCE SOLUTIONS.

CONTACT CENTRE AS A SERVICE.

We are highly skilled in delivering customer experience solutions that cater specifically to the needs of housing providers. Our approach is centred around understanding the unique challenges and requirements of this sector, enabling us to offer bespoke solutions that enhance both operational efficiency and resident satisfaction.

If you're looking to improve your customer experience and want a partner who can deliver results, reach out to us. Together, we can craft a solution that will take your customer service to the next level and help you stand out in the competitive housing market.

DIGITAL ASSISTANTS WITH AI.

Digital assistants are revolutionising customer service, offering seamless and efficient experiences that cater to the modern customer's expectations. Our collaboration with **8x8 ICA** and **LogicDialog** has enabled us to provide cutting-edge digital assistant solutions that are both intelligent and intuitive, to the housing sector.

By integrating advanced AI functionalities, we help you stay ahead of the curve in a pressurised market.

AUTOMATING REPAIRS.

Automating repairs with **8x8 Active Assessor** represents a significant leap forward in property management. It offers landlords a proactive and efficient solution for addressing potential faults and hazards, including damp and mould by enabling quick identification. By streamlining the process from initial reporting to final repair, 8x8 Active Assessor drastically reduces the time and visits traditionally required for assessments and repairs.

DON'T STOP AT MOBILES.

DIGITAL INCLUSION INSTALLATIONS.

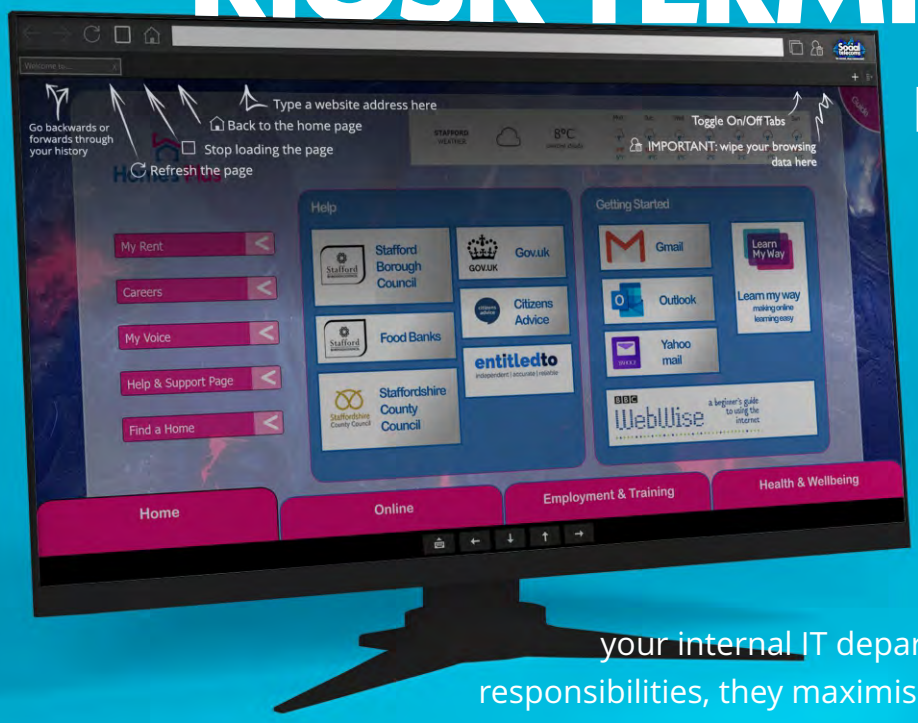
COMMUNITY WIFI.

In today's digital age, internet access has become a necessity rather than a luxury. It plays a pivotal role in various aspects of modern society, including education, employment, healthcare, and social activities. However, a significant gap, known as the digital divide, exists between those who have easy, reliable internet access, and those who do not.

With over 1,300 Community WiFi networks expertly installed and maintained by Social Telecoms across the British Isles, we bring unparalleled expertise to the table. Our commitment to bridging the digital divide is unwavering, and we invite you to join us on this journey. Reach out to explore how Community WiFi can enrich your housing community and empower your residents with essential digital access.

KiOSK TERMINALS

A DIGITAL INCLUSION MANAGED SERVICE.



Our fully managed KiOSK solution is a simple to use computer for your residents to use in communal areas. They do not burden your internal IT departments with support responsibilities, they maximise internet availability for tenants and costs a fraction of equally comprehensive in-house solutions.

DIGITAL SIGNAGE.

A more efficient and effective way to communicate with your customers. Its advantages over traditional pushpin noticeboards:

- **Easy to update from anywhere**
- **Large, Bright 4K Screens**
- **Emergency Announcements**
- **Latest News and Weather**

VISIBILITY & ENGAGEMENT
Large, bright 4K screens.

DYNAMIC CONTENT UPDATES
Real-time updates from any location.

Social telecoms
be social, stay connected

CLICK TO BOOK AN APPOINTMENT HERE.

For more information, visit **socialtelecoms.org.uk**, or:

Social Telecoms CIC
Vichy House,
264A Monkmoor Road
Shrewsbury SY2 5ST

T: 01743 730100
enquiries@socialtelecoms.org.uk

Procurement for Housing
2 Olympic Way,
Birchwood,
Warrington WA2 0YL

T: 01925 737 698
info@procurementforhousing.co.uk

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