

# Infrastructure as a Service

Design and Deployment



**A highly efficient, high-quality, low-cost way of delivering a full fibre network into apartment buildings for UK wide ISP's.**

[paulalexanderservices.co.uk](http://paulalexanderservices.co.uk)

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## Introduction

### Who are We? Some Background to the Team

For over 15 years now, Paul Eaton and Richard Curwood have been designing, installing, delivering, commissioning and consulting on some of the largest residential projects in the UK to date.

Dealing with clients that range from institutional investors, developers, main contractors, M&E consultants, cost consultants through to the sub-contractors, we have some of the most valuable knowledge and experience in the industry.

Working with clients such as Redrow, Miller Homes, Grainger plc, Moda Living, L&G, M&G, Greystar and Watkin Jones just to mention a few. We have gained so much experience in the design and delivery of infrastructure solutions where we really do understand the nature of the industry and the clients that operate within it.

Richard Curwood was responsible for designing the UK's first award winning 'four core' fibre network in 2015 which revolutionised the industries in-building fibre network designs which was traded marked as Smart Fibre Infrastructure (SFI) which has since been copied many times by other companies, with a more recent version 2.0 in 2020 streamlining his design further based on good customer feedback.

Our experience has been gained in both the delivering of fibre networks to both houses and apartment blocks of which each come with their unique design differences as well as cost.

Over the years we have built an exceptional team of talented sub-contractors that work with us every day on our projects.

Our teams are well drilled in all things health and safety along with solid customer communications and operate at a good pace to ensure a project that is delivered on time and within budget.

They understand and have qualifications of operating on 'live' construction sites as well as retrofitting buildings.

The teams have over 300 years of project experience across the Project Managers and Senior Engineers that deploy our services and solutions.

You will see later in this document some of the projects that have been delivered over the years of working together.

The teams CVs are available, and their certificates should you need to view any of the said documents should you choose to utilise our services.

## The Opportunity for all stakeholders

### Why the Service?

The mission now is to assist other Internet Services Providers who either;

1. Don't have the necessary skill sets to design and deploy said services
2. The luxury of access to highly qualified experienced installation engineers and project managers
3. Don't have the budget to pay for some of the high costs quoted out there in the market for similar or lesser quality products and installations
4. Wish to outsource their design and installation functions

We realise that as there are so many ISPs out there getting 'squeezed' on their ARPUs that there is a requirement to drive down costs further and become far more efficient with delivery.

We can help with this – and with volume, we can ever better the pricing to you than detailed in this document but will require a detailed face to face discussion and commitment from all stakeholders.

### Why Us?

As we mentioned at the beginning, we have worked on some of the largest and most complex residential projects in the UK to date.

Not only that, Richard and I were part of a team of senior executives that helped raise £63 million, for a start-up technology company and in four short years, signed and delivered to over 22,000 homes – both houses and apartments valuing the company between £7 and £10m.

We have the knowledge, contacts and experience to help take your business to another level, whether that be introducing you to our client base, assisting you with your design work and taking full advantage of our design and delivery capabilities to help streamline your operations.

### The Design

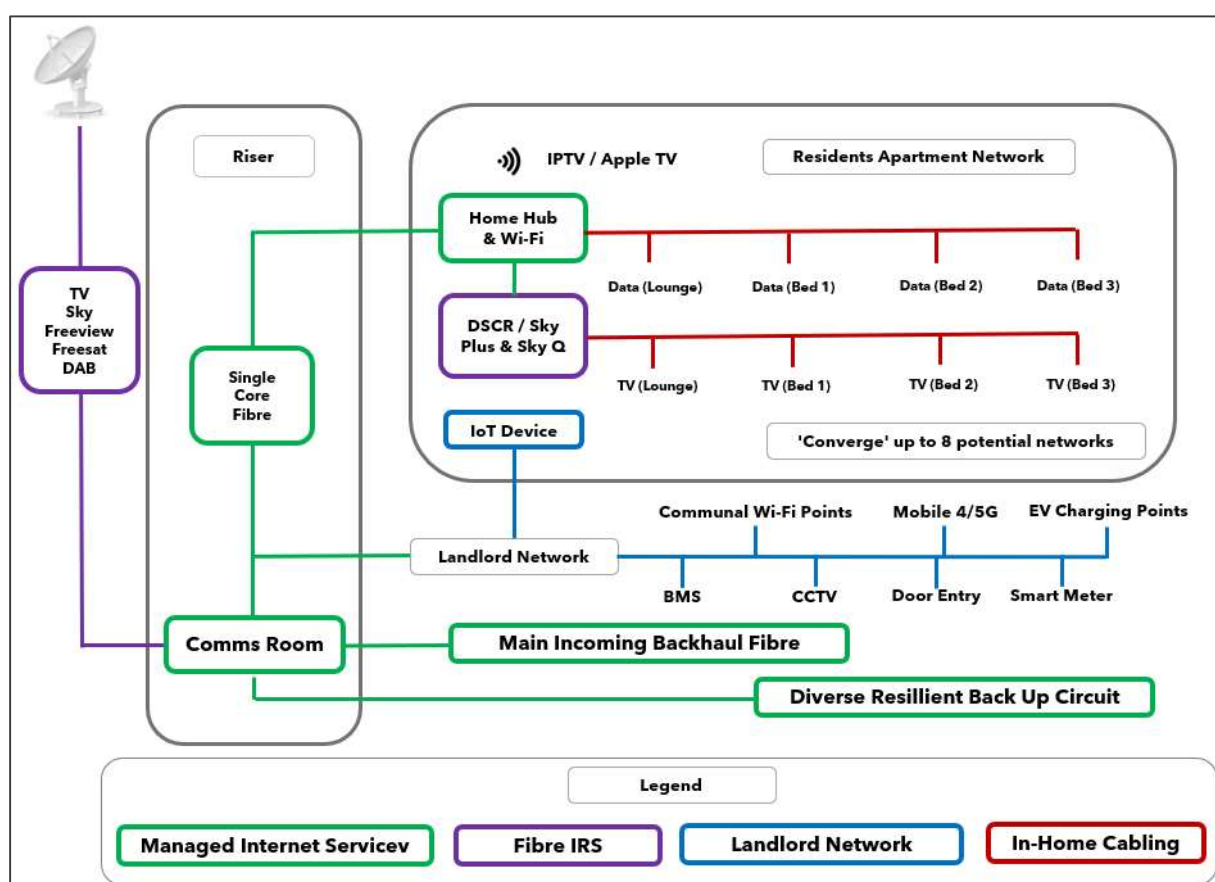
Our in-building, in-home single fibre design is completed in conjunction with best of breed manufacturers, signed off by them and in some cases, made bespoke specifically for us and our client partners to give you a market advantage.

We constantly work with our manufacturing partners to keep abreast on the latest technologies to ascertain whether they are fit for purpose for the markets our clients operate in that give them some kind of advantage whether that be a product feature, design specification or a cost advantage, we seek to draw these out and share with you for discussion.

Below are outline schematics of our single full fibre installation which can deliver BOTH TV and Data services across it along with any other third-party services you wish to deploy for an increased revenue stream from either landlord or resident.

## Infrastructure as a Service (IaaS)

Our next generation advanced multi-service network IaaS is capable of not only providing future proofed connectivity services to residents, but also taking care of other third-party building services all in the same single fibre cable which allows you to deliver more services, potentially generating more revenue from the resident and potentially and overall 'sweating your asset' for a greater return on your investment.



## Infrastructure as a Service

Our next generation multi-service network 'IAAS' can manage multiple building services all in the same fibre cable.

- ✓ A single multi-service network
- ✓ Full fibre throughout
- ✓ Future Ready (increases '£' value of home circa 5%)
- ✓ Very efficient design (much reduced containment)
- ✓ Hardware only in comms room and home
- ✓ Less failure points (Reduced switches)
- ✓ No space or power required in risers
- ✓ Carry multiple IP network services
- ✓ All services full integrated across a single fibre
- ✓ Save thousands of pounds on time, materials and labour (Circa £7,800 a floor)
- ✓ Fibre is far more a sustainable product than copper
- ✓ Fibre can sit in the same containment as the electrical cables

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## The Costings

We have a standard rate for the design and deployment of our standard installation.

This includes;

- Design
- Full Field Based Project Management & Reporting
- Field Based Engineers
- All materials
- Full commissioning
- Full handover packs and As-Built Reports (very professionally done – examples available)
- Guaranteed certification and accreditation status
- Professional Indemnity and Insurance

The rate **‘Per Unit / Home’** to install into a block of retrofit apartments is £300.00 (\*) **‘Per Unit / Home’**. This is to the outside of the apartment door.

Should you wish the router and final **‘in-home’** cable run completing, this will be an additional £25.00 **‘Per Unit / Home’** cost, so a total cost of £315.00 **‘Per Unit / Home’**.

(\*) Pricing based upon a 150-unit scheme. Pricing may vary depending on unit count, buildings, and age of said building.

## Benefits to the ISP

The benefits tie in with comments we made earlier in the ‘Why the Service’ section, however, they also flow more heavily into the commercial and cost advantages for you as an ISP in areas of outsourcing, you remove all the commercial risk (we take that on board) and commit to a fully completed project and manage any ‘scope creep’.

So you have a 100% guarantee fixed project cost with zero variations at any point in the project.

Here are some other key benefits to consider;

### 1. Cost Savings

**Reduced Overheads:** Outsourcing can lower the costs associated with hiring, training, and maintaining a full-time workforce.

**Economies of Scale:** Using ourselves allows ISPs to handle multiple projects at a time, allowing you to spread costs and offer more competitive pricing potentially.

## 2. Flexibility and Scalability

**Demand Fluctuations:** ISPs can scale their operations up or down based on demand without the long-term commitment of permanent staff.

**Focus on Core Activities:** Outsourcing infrastructure projects allows the ISP to concentrate on its core business areas such as marketing, customer service, and network management.

## 3. Access to Expertise and Technology

**Specialised Skills:** As external contractors we bring specialised skills and experience, which will lead to higher quality installations.

**Latest Technology:** We have access to the latest tools and technologies, improving efficiency and service quality across all your projects.

## 4. Speed to Market

**Quick Deployment:** As an external contractor we can be mobilised quickly to meet your installation targets, reducing the time to market for new services.

**Geographical Reach:** We can provide nationwide coverage, facilitating rapid expansion into new areas.

## 5. Risk Management

**Shared Risk:** The risk associated with installation errors and delays can be shared with us.

**Regulatory Compliance:** Reputable contractors like ourselves are up to date with industry standards and regulations, ensuring compliance.

## 6. Operational Efficiency

**Streamlined Processes:** We have through our experience established, efficient processes that can reduce installation times and will very much enhance customer satisfaction.

**Performance Metrics:** We are happy for you to monitor us against performance metrics, ensuring high standards and accountability of all elements of the design and installation process.

## 7. Improved Customer Experience

**Consistent Service Quality:** As specialised contractors, the quality and consistency of installations is very high, enhancing the overall customer experience for both you and the resident.

**24/7 Availability:** Outsourcing to ourselves can provide the flexibility you may require to offer extended hours of service, meeting customer needs more effectively.



## 8. Focus on Innovation

**Resource Allocation:** By outsourcing routine tasks, ISPs can allocate more resources to innovation and developing new services for their business.

# Certifications, Accreditations and Memberships

The following certificates, accreditations and other relevant industry documentation can be provided on request. These areas are to demonstrate the areas in which we cover.

## Health & Safety Accreditations

### 1. Construction Skills Certification Scheme (CSCS):

- a. Ensures that workers have the required training and qualifications for the type of work they are doing.

### 2. National Examination Board in Occupational Safety and Health (NEBOSH):

- a. Provides health and safety qualifications that are recognized globally. NEBOSH General Certificate is widely respected in the industry.

### 3. Institution of Occupational Safety and Health (IOSH):

- a. Offers a variety of health and safety training courses, including the IOSH Managing Safely course.

### 4. Control of Substances Hazardous to Health (COSHH):

- a. Ensures proper handling of hazardous substances, which might be relevant depending on the materials used in retrofitting.

## Fire Stopping Accreditations

### 1. BRE/LPCB Certification:

- a. The Building Research Establishment (BRE) certifies fire protection products and systems through the Loss Prevention Certification Board (LPCB).

### 2. British Standards Institution (BSI):

- a. Compliance with relevant British Standards, such as BS 9999 (Code of practice for fire safety in the design, management, and use of buildings) and BS 476 (Fire tests on building materials and structures).

### 3. Third-Party Certification (e.g., FIRAS or IFC Certification):

- a. FIRAS and IFC Certification are recognized third-party certification schemes for companies installing passive fire protection systems.

## General Building and Installation Accreditations

### 1. National Inspection Council for Electrical Installation Contracting (NICEIC):

- a. For any electrical work associated with the fibre installation.

### 2. Confederation of Aerial Industries (CAI):

- a. Relevant if the fibre work involves TV and satellite systems.

### 3. Telecommunications Industry Association (TIA):

- a. Standards for telecommunications cabling, including fibre optics.

### 4. Building Regulations Compliance:

- a. Ensuring all work complies with the relevant Building Regulations, particularly Part B (Fire Safety) and Part P (Electrical Safety).

## Additional Considerations

### 1. Risk Assessments and Method Statements (RAMS):

- a. Comprehensive RAMS should be prepared and followed to ensure safety during the retrofit process.

### 2. Training and Competence:

- a. Ensuring that all personnel involved in the retrofit have appropriate training and competence, particularly in handling fibre optics and fire stopping materials.

### 3. Local Authority Approvals:

- a. Depending on the scope of the retrofit, you may need to get approval from the local authority building control.

## Historical Works

### Some Previous Project Examples

What follows is a smorgasbord of 26 projects that we have designed and delivered over the years that range from small to large projects, build to rent and build to sell, houses to apartments and all at a national level, from Scotland, to London across to Bristol and Wales where we have installed both data only and data and TV networks using a single fibre installation and some unique / bespoke technology.

All of these projects are delivering a full fibre solution from a national network into the home, connecting into an ONT and a patch lead onto a router for 'Live Day One Connectivity'.

We have for decades been a differentiator in the market and have now made the decision to assist other ISPs to enhance or expedite their delivery schedules whilst doing it efficiently both from a delivery perspective and commercial.

We want to be your delivery partner of choice. We look forward to hearing from you.


Regards


Paul Eaton


**CEO**


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<b>Project Name</b>	<b>Project Thistle, Rugby</b>
<b>Project Type / Dwelling type</b>	<b>Build to Rent / Houses</b>
<b>No of Units</b>	<b>171</b>
	

<b>Project Name</b>	<b>Brightwells Yard, Southampton</b>
<b>Project Type / Dwelling type</b>	<b>Build to Rent / Apartments</b>
<b>No of Units</b>	<b>58</b>
	


Project Name	Walton Court, Surrey
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	178
	

Project Name	Centenary Quay, Southampton
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	161
	

Project Name	Oxygen Tower, Manchester
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	380
	


Project Name	Uptown, Manchester
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	156
	



Project Name	Station Hill, Reading
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	598
	


Project Name	The Mall, London
Project Type / Dwelling type	Student / Apartments
No of Units	81
	

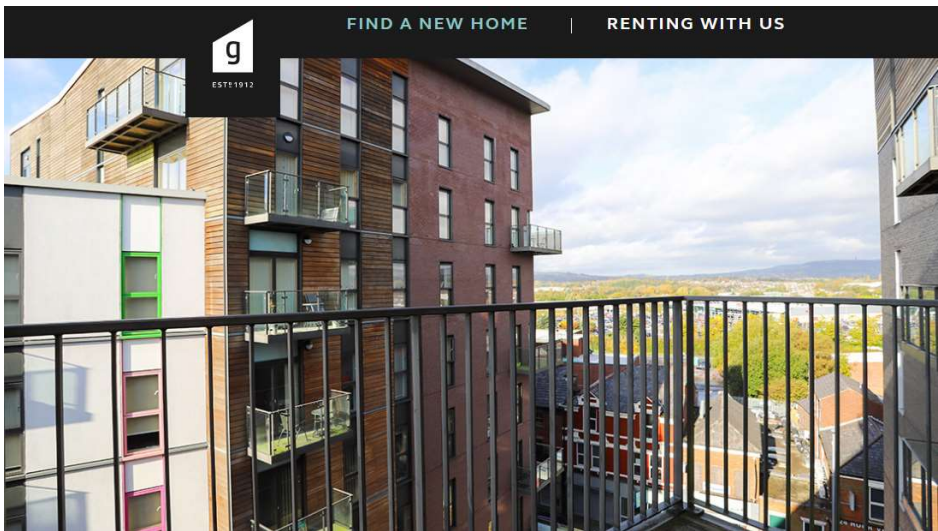
Project Name	<b>The Green Quarter, Manchester</b>
Project Type / Dwelling type	<b>Build to Rent / Apartments</b>
No of Units	<b>713</b>
	

Project Name	<b>Soyo, Leeds</b>
Project Type / Dwelling type	<b>Build to Sell / Apartments</b>
No of Units	<b>331</b>
	





<b>Project Name</b>	<b>The Tribe, Manchester</b>
<b>Project Type / Dwelling type</b>	<b>Build to Rent / Apartments</b>
<b>No of Units</b>	<b>192</b>
	


<b>Project Name</b>	<b>Kew Bridge, London</b>
<b>Project Type / Dwelling type</b>	<b>Build to Rent / Apartments</b>
<b>No of Units</b>	<b>98</b>
	


Project Name	The Rock, Bury
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	227
	

Project Name	St Annes, Brighton
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	98
	

<b>Project Name</b>	<b>Vida House, London</b>
<b>Project Type / Dwelling type</b>	<b>Build to Rent / Apartments</b>
<b>No of Units</b>	<b>138</b>
	

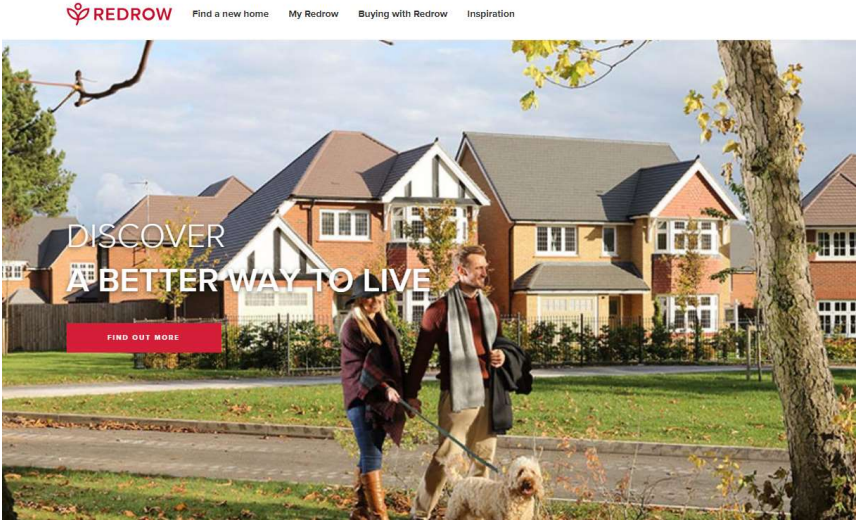
<b>Project Name</b>	<b>Manhattan Loft Gardens, London</b>
<b>Project Type / Dwelling type</b>	<b>Build to Rent / Apartments</b>
<b>No of Units</b>	<b>248</b>
	

Project Name	Ice Plant, Manchester
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	82
	

Project Name	Bengal Street, Manchester
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	75
	



Project Name	Glossop Road, Glossop
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	156
	

Project Name	Redrow Homes, South East
Project Type / Dwelling type	Build to Sell, Houses
No of Units	> 2,000 units
	

Project Name	Stonebond, South East
Project Type / Dwelling type	Build to Sell / Houses
No of Units	> 1,000

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PROPERTIES

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SANDFORD  
PADDOCKS

Project Name	The Linx, Manchester
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	98

Project Name	Dock Road, Birkenhead
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	179
	

Project Name	National Freeholder Scotland, Wales and England
Project Type / Dwelling type	Build to Rent / Apartments
No of Units	> 5,000
	



Project Name	The Atlas Building, London
Project Type / Dwelling type	Build to Sell / Apartments
No of Units	303
	

Project Name	Vista Park, Glasgow
Project Type / Dwelling type	Build to Rent / Houses
No of Units	156
<div>CASA VISTA PARK</div> 	



 Paul Alexander

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