



We've got businesses' backs, with unbreakable business broadband.

Small businesses often choose a consumer home broadband package over a business-specific plan. With attractive pricing and bundles that include the latest TV packages, it's understandable.

But we offer business-optimised features and benefits that consumer and other business broadband providers don't. And that's something we think all business customers should know about - no matter their size.

With our business broadband plans, we've got their backs.



How we've got businesses' backs



Explore each of the features below to discover how BT Business Broadband stands out from the crowd.

Enhanced IT support

Reveal +

Hybrid Backup and minimum speed guarantee

Reveal +

Business-grade security

Reveal +

Cloud Voice Express

Reveal +

Expert set-up

Reveal +

Guest Wi-Fi

Reveal +

Static IP

Reveal +

Business-friendly billing

Reveal +

Only with BT Business

 Access to 5 million Wi-Fi hotspots

 Hybrid Speed Boost for copper customers

 24/7 Enhanced IT Support

The benefits of business broadband

Consumer Pricing inc VAT; Business Pricing ex VAT



		BT Essential Broadband	EE Consumer Fibre Essentials	BT Enhanced Broadband	EE Consumer Halo 3	BT Pro for Broadband	Benefits of BT
Core connectivity	Speeds of up to 1.6GB	✗ No	✓ Yes	✗ No	✓ Yes	✗ No	For some customers, our business- optimised features and services may be more important than speed. 1.6GB speeds will be coming to Business Broadband in 2025.
	Digital phone line with app	✓ Yes With a CVE + Broadband Bundle	✓ Yes (no app or additional features)	✓ Yes With a CVE + Broadband Bundle	✓ Yes (no app or additional features)	✓ Yes With a CVE + Broadband Bundle	With the Cloud Voice Express app, customers get all the flexibility of mobile, with the ability to show a local number when making calls.
	Static IP	Extra £5 per month	✗ No	✓ Yes	✗ No	✓ Yes	A static IP is useful for businesses who host their own email, web or gaming servers. Or need to access non-cloud-based things on their network e.g. CCTV cameras.
Added value services	Enhanced IT support	Extra £7.50 per month* *Not available to add onto Essential in all sales channels	✗ No	✓ Yes	✗ No	✓ Yes	This is unique to BT business plans.
	Expert set up	Extra £100	Extra £30	✓ Yes	✓ Yes	✓ Yes	Our BT Business engineers do more to help customers get the most out of their kit from the start - carrying extra discs for Complete Wi-Fi / (+) customers, and setting up some third party kit, such as printers.
Extra connectivity	Guest Wi-Fi	✓ Yes	✗ No	✓ Yes	✗ No	✓ Yes	Guest Wi-Fi isn't typically included with consumer plans.
	EE Wi-Fi hotspots	✓ Yes	✗ No	✓ Yes	✗ No	✓ Yes	Our plans include free access to over 5 million EE Wi-Fi hotspots. No other providers offer this.
Resilience features	Hybrid Backup	Extra £8 per month	Extra £7 per month	✓ Yes	✓ Yes	✓ Yes	Only BT offers true resilience, with 4G backup keeping digital voice and static IP running.
	Complete Wi-Fi / (+)	Extra £8 per month	Extra £10 per month	Extra £8 per month	✓ Yes	✓ Yes	We're one of only two business providers (along with Vodafone) that offer this type of solution.
	Anti-virus security	Extra £4.99 per month (McAfee)	✓ Yes (Norton)	Extra £4.99 per month (McAfee)	✓ Yes (Norton)	Extra £4.99 per month (McAfee)	For consumer plans, we have basic Norton AntiVirus. For business plans, we offer a tailored small business antivirus powered by McAfee.

Business vs business: Competitor comparison



	BT Business Broadband BT	TalkTalk Business	vodafone business		sky business
Expert set up Our expert engineers help customers get up and running.	BT and some 3rd party equipment Included with Enhanced and Pro £100 with Essential	✗ Not offered	✗ Not offered	✗ Not offered	Sky equipment only
Enhanced IT support Our IT specialists are on hand 24/7 to help customers with any IT issues.	Included with Enhanced and Pro £7.50 per month with Essential *Not available to add onto Essential in all sales channels	✗ Not offered	✗ Not offered	✗ Not offered	✗ Not offered
Complete Wi-Fi/ Complete Wi-Fi Plus Wifi coverage solution with additional discs supplied.	Included with Pro £8.00 per month with Essential and Enhanced	✗ Not offered	Pro II Broadband	✗ Not offered	✗ Not offered
Wi-Fi hotspots Free access to over 5 million EE Wi-Fi hotspots.	All plans	✗ Not offered	✗ Not offered	✗ Not offered	✗ Not offered
True resilience Hybrid Backup keeps customers connected even when their broadband goes down – including their static IP and digital voice.	Only we use EE, the UK’s biggest, fastest network Included with Enhanced and Pro £8 per month with Essential	✗ Not offered	4G backup – doesn’t backup static IP	4G backup – doesn’t backup static IP or digital voice	4G backup – doesn’t backup static IP or digital voice
Hybrid speed boost In areas where we haven’t delivered full fibre yet, we can boost broadband connection speeds to be faster than other providers, using the EE 4G network.	Unique to BT Average speed boost of 20Mbps (Good EE coverage required) Available free of charge on all SoADSL plans	✗ Not offered	✗ Not offered	✗ Not offered	✗ Not offered

Business vs business: Competitor comparison (continued)



	BT Business Broadband 	TalkTalk Business			
Digital phone app So customers can make and take calls using their local number, wherever they are.	All plans: we're the only provider to offer app functionality as standard with Cloud Voice Express.	Need a minimum of 5 licences	✗ Not offered	✗ Not offered	✗ Not offered
Visual voicemail We turn voicemail into text for easy reading.	All plans	✗ Not offered	✗ Not offered	✗ Not offered	✗ Not offered
Choice of digital handset For desk phones or cordless phones.	Included with Unlimited call plans	Need a minimum of 2 licences	✗ Not offered	✗ Not offered	✗ Not offered
Dialling features Included as standard.	Call divert ✓ Call waiting ✓ Do Not Disturb ✓ Call Barring ✓	Call divert * Call waiting * Do Not Disturb * Call Barring *	Call divert & Call waiting £2.08 Do Not Disturb ✗ Call Barring ✗	Call divert £2.08 Call waiting £2.08 Do Not Disturb ✓ Call Barring £2.08	Call divert ** Call waiting ** Do Not Disturb ** Call Barring **

* Requires a minimum of 2 licences
** Dependent on tier taken

Overcoming objections

Most businesses need broadband. It's up to us to show them exactly what BT's business broadband can deliver. If your customers are coming back with some of these common questions and objections, we've got some compelling reasons for them to think again.

I work from home, I don't need a business contract.

Reveal +

I get a bill with my home contract. What's different about business billing?

Reveal +

But EE offers Wi-Fi 7.

Reveal +

Really, what's the difference between business broadband and what I have for my home?

Reveal +

I can get faster speeds with my current provider.

Reveal +

I use my mobile for work. Why would I need a digital voice service?

Reveal +