



catena

The UK fibre market's next phase: from build to customer growth

Whitepaper

The changing landscape

The UK fibre sector has undergone rapid transformation. Hundreds of alternative network operators (“alt-nets”) have invested heavily in network construction. Now, as rollout targets are reached, attention has turned to customer acquisition, activation, and retention.

However, a new kind of pressure has emerged:



Speed - Winning and connecting customers quickly to monetise network investment.



Efficiency - Achieving operational scale without expanding teams.



Experience - Delivering frictionless service that differentiates in a crowded market.

The operational roadblock

Many ISPs are still operating on a patchwork of legacy OSS/BSS tools, spreadsheets, and manual processes that were never designed for modern fibre operations. Disconnected systems slow down fulfilment, create data silos, and require constant human intervention. The result is costly inefficiency:



Multiple platforms for CRM, billing, inventory, and support.



Manual data re-entry and “swivel-chair” operations.



Errors and rework that delay service delivery.



Longer lead times for new product launches.

As customer bases grow, these inefficiencies multiply. Each new customer adds operational strain, unless automation and integration are in place.

