

Business edition

# The Ultimate Guide to Switching Networks

**honest**





# Losing time and money managing your business SIMs?

## This ebook is for you.

We started Honest because we were fed up with the big networks: complicated contracts, terrible support, and not enough sustainability action. We knew there had to be a better way.



Now there is. With Honest, you get refreshingly straightforward SIM plans with transparent pricing, flexible contracts, and an easy-to-use self-service hub. Plans that don't cost the earth – figuratively or literally.

If you need a helping hand, our support team is there in seconds. No hold music or passing between departments, just the answers you need.

Plus, as the UK's top-rated B Corp mobile network, we shrink your company's carbon footprint with every call, text and email.

Consider 'managing business SIMs' one less thing on the to-do list.

Ready to save time, money and the planet?  
Turn the page to get started.

Andy & Josh  
Co-founders at Honest



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# The timeline of switching networks





# 6 (and a half) **must-ask** **questions** to find the right mobile network for your business



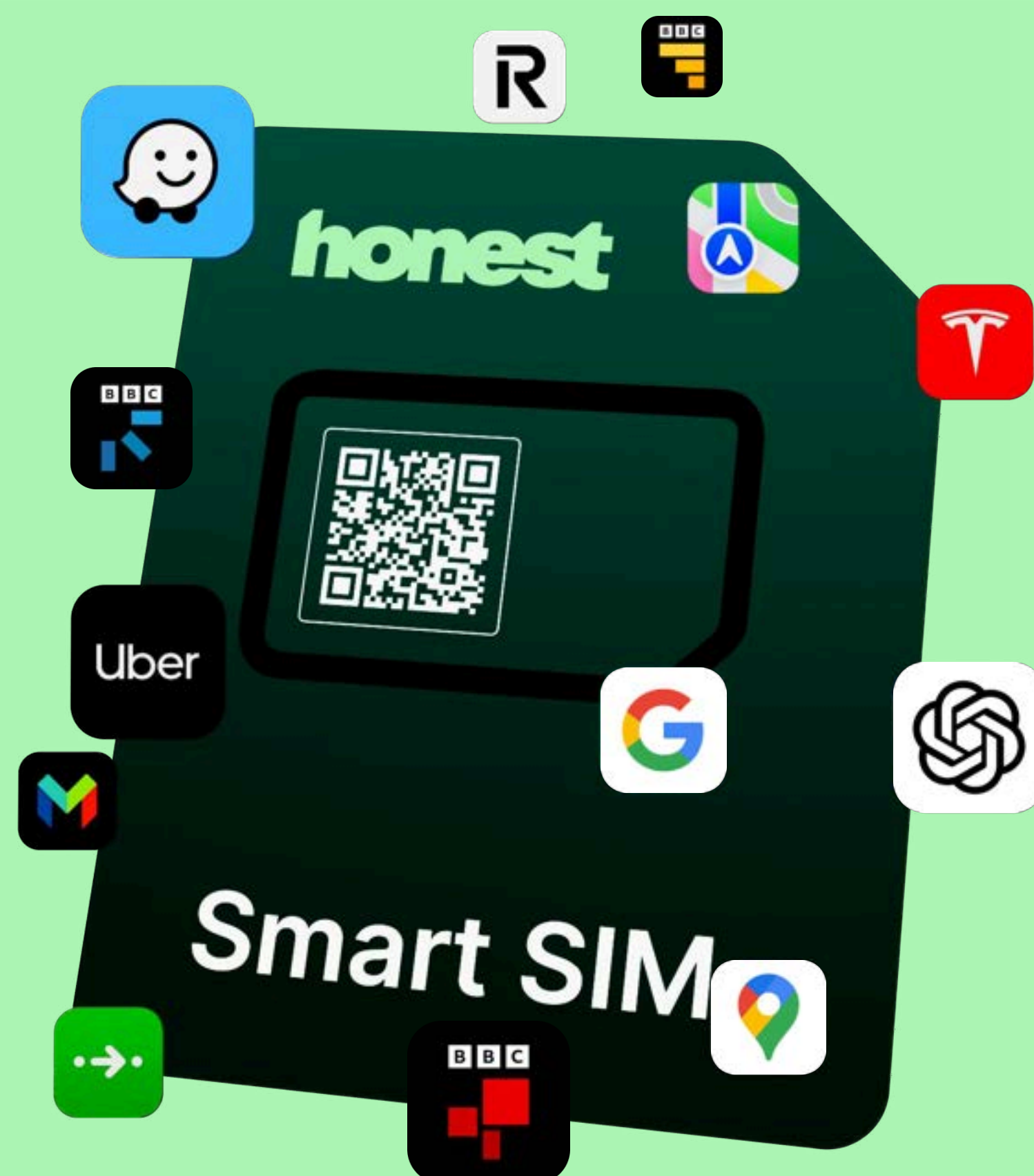
1

# How good is the signal?

This one's obvious, but you don't need us to tell you that it's essential your team can call a client on the go or read that urgent email.

At Honest, we piggyback on Three to offer the UK's fastest 5G with 99% coverage.

We've even developed Smart SIM, a data-only second eSIM offering 200+ essential apps with unlimited data on EE, O2 and Three, plus free global roaming 🌐



Our Smart SIM gives you 200+ essential apps on EE, O2 and Three, plus free global roaming



2

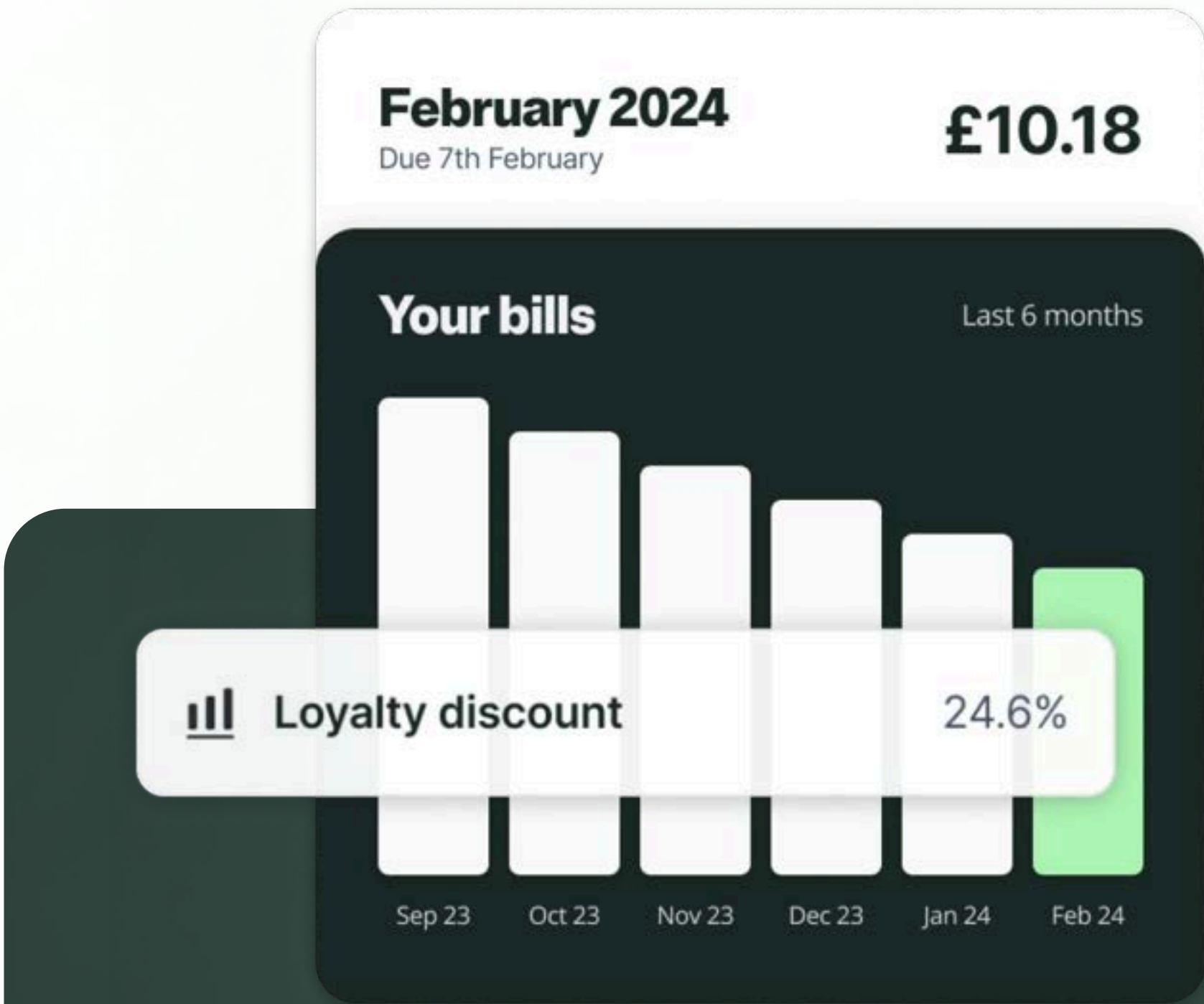
# Will you save my business money?

Before you ring-fence budget and commit to the cheapest plan that suits your needs, check the small print.

Will you get charged if your team uses their work phones abroad? If you want to change your contract? What about exit fees?

Go through the contract with a fine-tooth comb to make sure you won't get caught out when it comes to your monthly bill.

And beware of the loyalty penalty. The big networks hike up mid-contract prices every April, trapping you with higher costs.



Is now a good time to mention our loyalty discount drops your Classic SIM bill every month?



3

# How much control do I get?

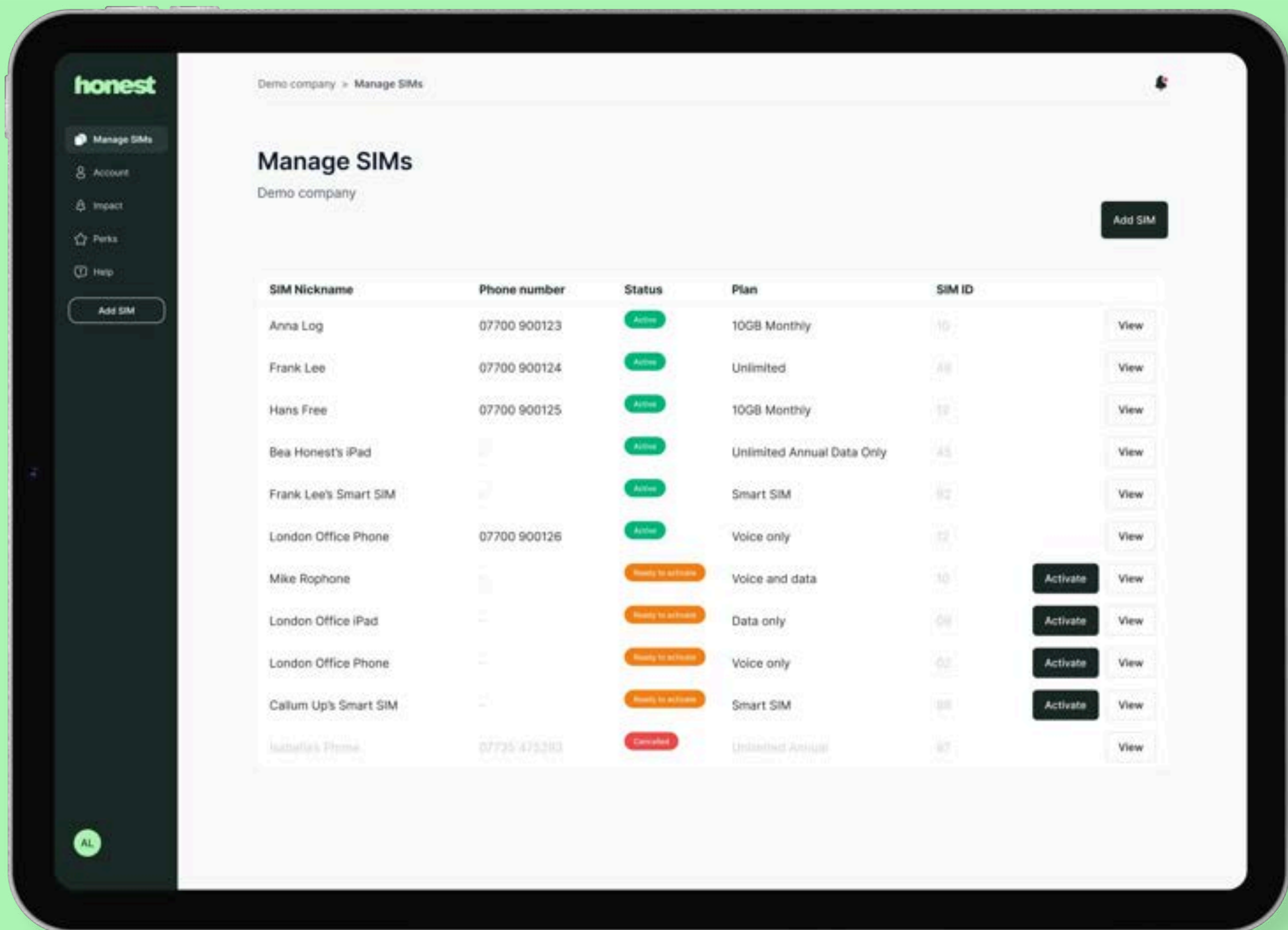
When work phones are just one of many plates you’re spinning, being able to make easy changes helps keep everything from crashing down.

So before you sign that dotted line with your new mobile network, make sure you’ll be in control.

Will you be able to add new SIMs in a click?  
Update bill caps to stay in control of spending?  
Toggle roaming on and off when you need it?

For maximum flexibility, choose 30-day rolling contracts. That’ll give you peace of mind you’re not locked into a long-term commitment if things change.

It’s simple to manage your team’s SIMs in the Honest hub. You can update your plans, add new starters, remove leavers or update data allowances in just a few clicks 🏆



Self-serve your team's SIMs in the Honest hub



4

## Can I get support when my team needs it?

If you're responsible for your team's work phones, you're probably all too familiar with subpar customer support.

Before switching networks for your business, do your homework. Check review sites, ask about onboarding processes, and speak with other businesses that have made the switch.

If your team members' contracts end at different times, make sure your new network will support a phased transition. Without this, you're at risk of hefty exit fees and company-wide downtime if things don't go to plan.



4.7 ★ on Trustpilot 1,500+ reviews

Our friendly support team responds in seconds



5

# Do you align with my company values?

We’ve evolved from brick phones to smartphones with 8K cameras, yet mobile networks remain stuck in their ways. Sustainability is no exception.

By 2040, 14% of the global environmental footprint will be a direct result of the telecoms industry 🤖

So if you’re a B Corp or SME business that cares about the planet, your mobile network can be a simple way to reduce your carbon footprint.

Communities like the B Hive and 1% for the Planet are a good starting point for finding both mobile networks and recommendations from other like-minded businesses.

79,148  
trees

Trees planted | July 2024

278,200  
kgCO2e

Carbon removed | 2023

Want to learn know more  
about our sustainability efforts?  
Check out our Impact Report.





6

## Do I need devices for my SIMs?

Every year, 50 million tonnes of E-waste is produced – including those old phones and laptops gathering dust in your drawer. That figure is growing faster than our world's population, contaminating our air, soil and water with toxic substances.

By choosing refurbished, you're choosing a budget-friendly option that helps to tackle the world's fastest growing solid waste stream.

We also recommend opting for eSIMs to save time, money and reduce waste 🌍

6.5

## Do I want to switch today?

We couldn't resist sticking a bonus question here.

Complete our plan finder to find the perfect plan for your team in 90 seconds or book a meeting to speak with the team. You could be switched over before the day is through 🙋



**"Switch! Do it, I don't know why every SME wouldn't switch to Honest. You don't have to stick with the archaic way of the big networks."**

Jessamy Beeson-Jones,  
UK Country Manager

[Read the case study](#)

# **4 challenges** of **switching mobile networks for your business** (and how to overcome them)



## Challenge one

# Losing signal

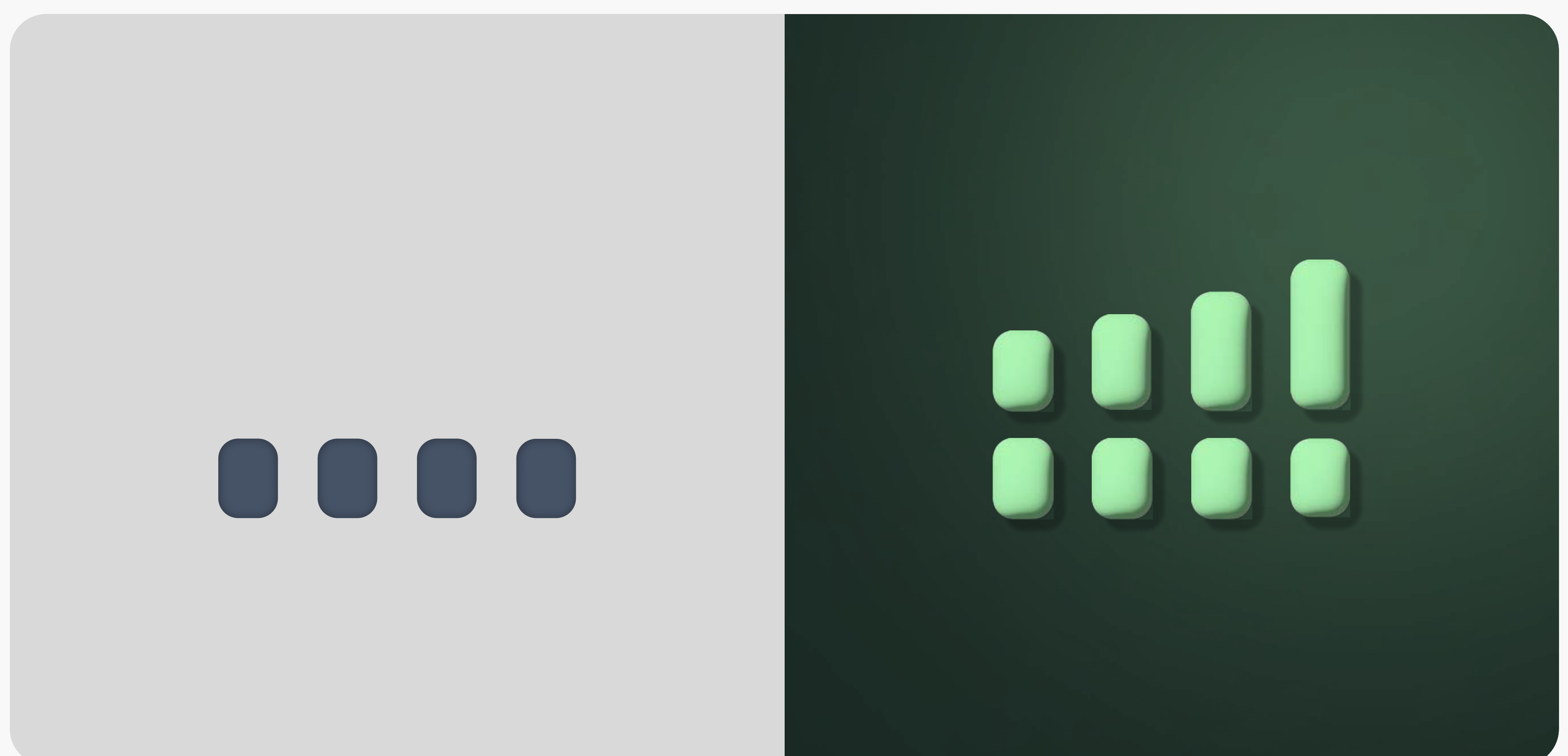
You don't need us to tell you signal is the biggest factor to consider when switching to a new network.

But with every network telling you their signal is best, it can feel tricky to know who to believe.

The solution? Put your new potential network's signal to the test with a small group of employees first.

Test SIMs give peace of mind that your new network will perform as it should, for even the most remote members of your team.

Knowing your new SIMs will deliver as promised takes the anxiety out of rolling out to the wider team – especially when you already have employees singing our praises.



## Challenge two

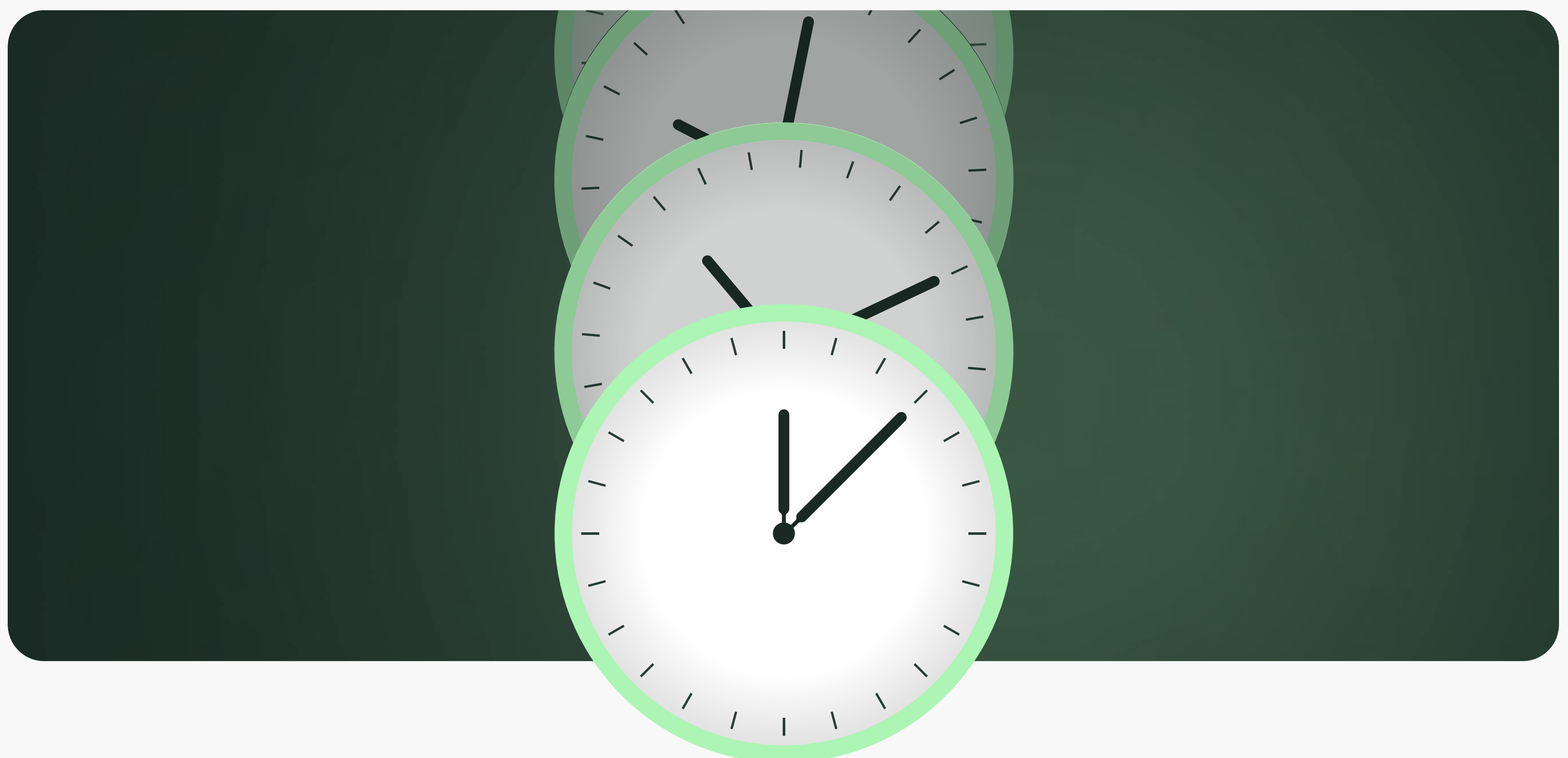
# Wasting time

It's all too easy to waste hours on the phone to providers, being passed between departments and scrutinising the small print.

But that doesn't have to be the case. The right network should make switching straightforward.

To save even more time, find a mobile network that offers self-service. The more you can do yourself, the less time you'll spend chasing customer support teams for simple requests.

The Honest hub takes the hassle out of managing your team's SIMs, making it easy to do everything from adding new starters to managing payments and reporting.





## Challenge three

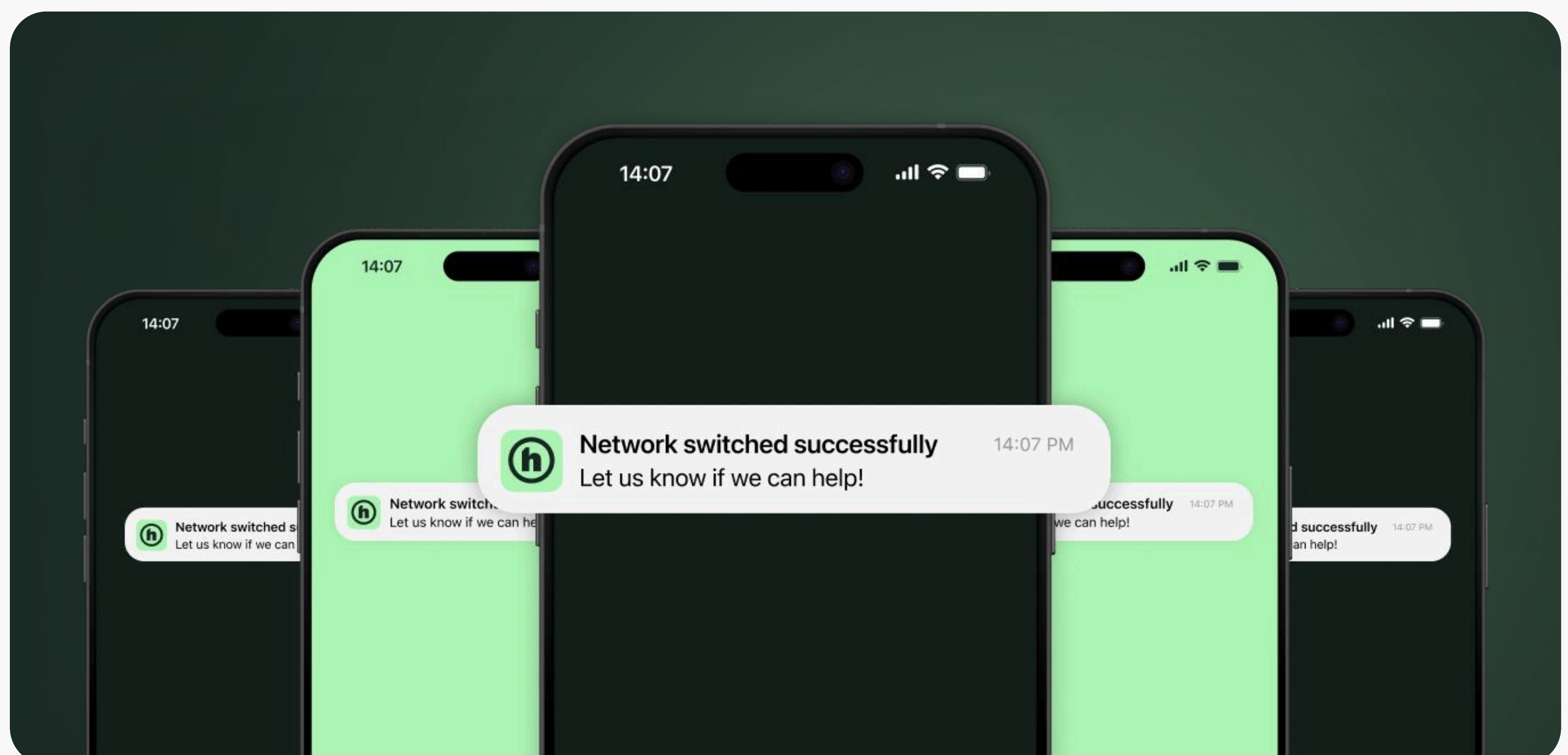
# Causing business downtime

Here's the truth: downtime during a switch is inevitable. Any provider that says otherwise is fibbing to win your business.

But downtime doesn't have to mean disaster.

The right provider will work with you to agree when it happens and for how long (whether just a few minutes or a few hours), so you know exactly what to expect and when.

We also recommend making sure your new network's customer support team is readily available and responsive, so they're there if you need them.



## Challenge four

# Clunky onboarding

So, you've made the time to switch, discussed downtime and tested the SIMs. Now it's time to onboard your team to your new mobile network.

The right network will support you through each step, from transferring numbers to activating SIMs.

If you're worried about switching your team in one go, opt for a phased transition.

Start with new joiners or those nearing the end of their contract, then gradually move team members over as their existing contracts end.

If speed is key, we recommend eSIMs for an even quicker switch.





# How Honest compares to the big networks

	Honest	EE	Vodafone	O2
30 day unlimited plan (ex. VAT)	£20.83/month	£31/month	£40/month	£27/month (300GB, Data Only)
Carbon negative?	✓	✗	✗	✗
B Corp?	✓	✗	✗	✗
Avg. download speeds (mbps)	224.6	99.19	133.01	70.12
Contract length options	30 days, 12 months	30 days, 12 months, 24 months	30 days, 12 months, 24 months	30 days, 12 months, 24 months
Trustpilot score	4.7	1.6	4.5	1.2

Last updated 23rd Dec 2024. Median download speeds from Ookla 2024 Speed Test Awards.

Adam Smith  
International

“Honest clears the fog of mobile phones. The support, the contract terms... Everything is completely different from the big networks.”

Adrian Hollister, Director of IT and Cybersecurity

Read the case study

# How switching mobile networks can hit your sustainability targets



**Ever thought about how your mobile network helps - or hinders – reaching your business sustainability goals?**

Read on to learn how a simple network switch can instantly make a positive impact on your environmental targets.



## **The environmental impact of mobile networks**

Running a mobile network isn't light on the planet. Energy-guzzling data centres, endless masts and sprawling infrastructure all add up to a hefty carbon footprint.

Then there's e-waste, with endless devices discarded with the latest upgrade.

While some networks actively reduce their customers' environmental impact (like Honest), others do the opposite.



## **Your network's role in supporting sustainability goals**

**Rather than be part of the climate change problem, your mobile network can be part of the solution.**

If partnering your business with sustainable suppliers is already a priority, your mobile network should be no exception.

Switching to a network that puts sustainability first is a simple way to reduce your carbon footprint – without costing you extra time or money.

At Honest, we remove double the carbon of every SIM, twice over. So you're reducing your carbon footprint with every call, tap and text – without lifting a finger 🙌



## The benefits of switching networks for your business

**Switching mobile networks might seem a minor change, but the benefits can be huge.**

☁️ Reduced carbon emissions. By switching to a provider that uses carbon removal processes energy and prioritises sustainability, you can lower your own carbon footprint. Simple.

📱 Eco-friendly devices. Choose a network that encourages device recycling, reusing, and eco-friendly tech.

👁️ Tangible impact. With Honest, you can see the impact your business has. The hub shows you how much carbon has been removed or how many trees have been planted—without you lifting a finger.



**“The hub gives us a real, holistic oversight of everything that’s happening on our mobile network. The amount of time it’s saved us has been huge.”**

Tom Blackwell, Head of Customer Support, Digital and Ventures

[Read the case study](#)



# **6G internet: revolution or just evolution?**

6G (that's the sixth generation of wireless technology for those that don't know) is the latest buzzword on every techie's lips, but what does it really mean?

Let's break it down and see what 6G might bring to the table.

## What is 6G and why does it matter?

Think of 6G as the next step up in how we communicate. While it will make things run quicker, it'll also make tech smarter and more reliable to keep your network running smoothly even in the busiest places.

6G could also go beyond your phone. Think self-driving cars, remote surgeries or virtual reality that feels so lifelike it'll be hard to tell the difference.

From healthcare to entertainment to city planning, 6G will speed things up, make them safer and more efficient.

As Techradar points out, these aren't just pipe dreams, they're ideas that could reshape the way whole industries work.

6G

5G

4G

3G

2G

1G



## What makes 6G better or different to other generations?

Building on 5G and the generations that have come before it, 6G promises a leap forward in three key areas:

### Speed

Set to offer download speeds up to 1,000 times faster than 5G, 6G will satisfy even the most impatient among us.

### Latency

This is the delay between sending and receiving data over a network. 5G introduced low latency with response times around 1 millisecond – 6G aims to hit microseconds (that’s one millionth of a second).

### Capacity

6G, can handle more devices per square kilometer, meaning urban areas like stadiums and train stations can keep a strong signal without slowing down.

Generation	Network speed	Features
1G	2.4 Kbps	Basic analog voice calls
2G	14.4 to 217.6 Kbps	Digital Voice call and SMS
3G	384 Kbps to 336 Mbps	Mobile internet access and Smartphones
4G	100 Mbps to 1 Gbps	Faster mobile internet plus VoLTE
5G	2 Gbps to 20 Gbps	Enhanced internet speeds, improved capacity and IoT
6G	Up to 1Tbps	Significantly higher speeds and lower latency

## What does it mean for businesses and consumers?

For businesses, there’s a few exciting applications worth thinking about.

### Smarter systems, smarter spaces

Picture warehouses with self-driving robots or farms using drones to care for crops.

### Better customer experiences

Imagine AI that doesn’t just answer your questions but anticipates them. 6G could level up customer service, making it faster, smarter, and more human.

### Simulated training

Simulations so immersive that remote teams can practice complex tasks like they’re on-site.

## And for consumers?

### Instant connections

Machines, devices, and sensors talking in real time, making processes smoother and cutting out delays.

### Holograms at home

Picture concerts in your living room or gaming that feels like you’re a part of the action.

### Safer streets

Autonomous cars with instant communication, reducing accidents and making traffic smoother.



## 6G and the environment: what's at stake?

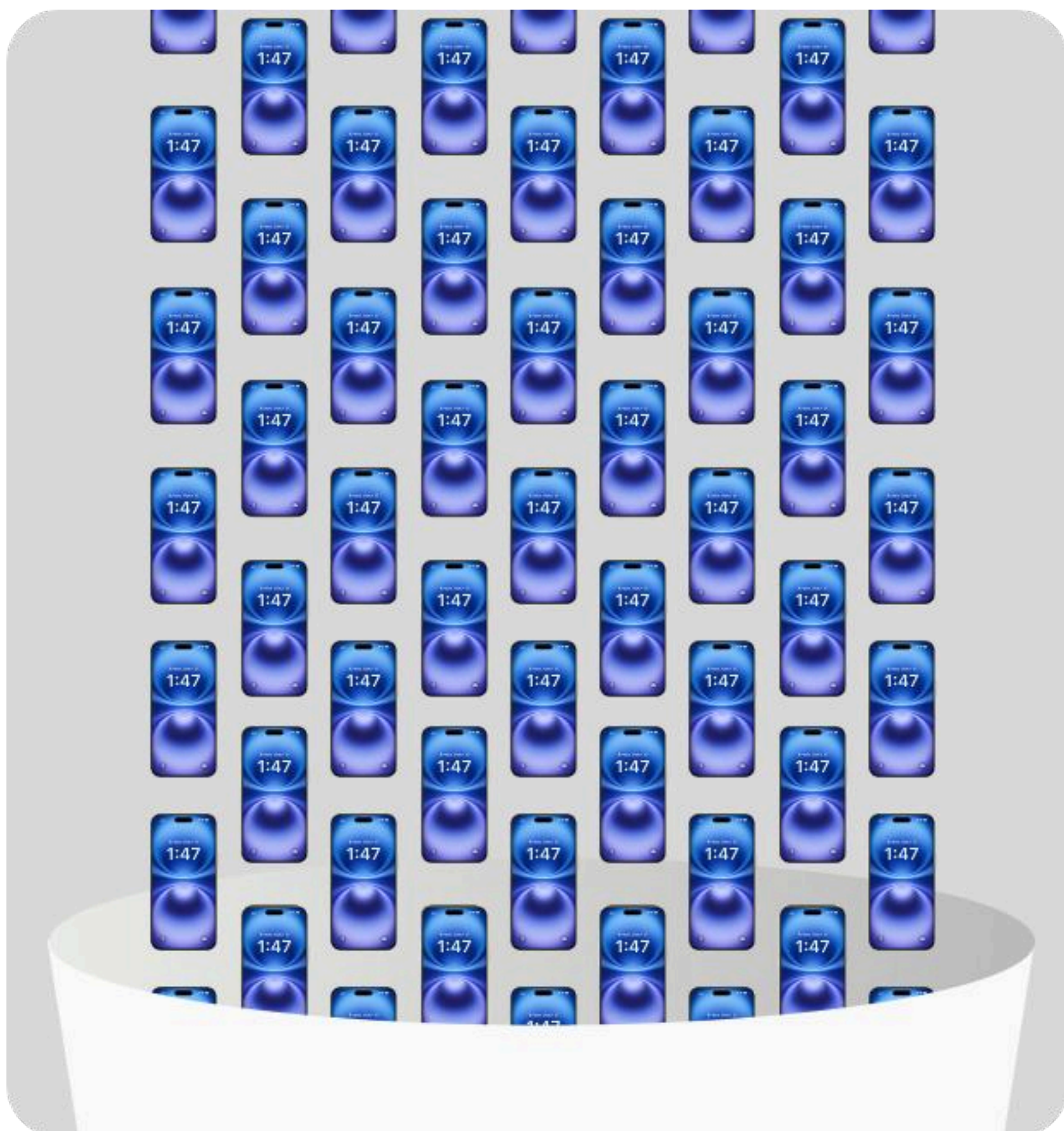
As exciting as 6G sounds, its environmental impact shouldn't be overlooked.

With the push for new tech, there's a real risk of even more e-waste. Every year, we throw away around 50 million tonnes of electronic devices.

The race to get the latest 6G-enabled devices is likely to add to that pile.

But it's not all bad news. New networks could be powered by renewable energy, cutting the environmental impact.

It's tricky to say whether 6G will be an overall win or loss for the environment, it's all about how it's implemented and used by all of us.



50 million tonnes of electronic waste is equivalent to 292.4 billion iPhones

## When can I get 6G on my device?

Mobile networks typically follow a 10-year cycle, so 6G will likely roll out around 2030, early prototypes emerging in 2028.

But don't worry, your 4G or 5G device won't suddenly become a paperweight.

New generations build on existing tech, so you can keep your older devices for years to come.



Current devices will be able to upgrade to 6G



# Ready to save time, money and the planet?

[Book a meeting](#)