

USING THE CLOUD FOR BUSINESS

# TRANSFORMATION

AVAYA CLOUD SOLUTIONS DELIVERED BY BT WHOLESALÉ

## THE CHALLENGES

Many of our Avaya channel partners have told us that they're facing difficult challenges:

- **Fewer opportunities:** Constraints on capital and a growing preference for opex models by end customers have reduced the volume of high-value bespoke projects.
- **Decreasing returns:** Partners are competing for a declining pool of fiercely contested maintenance contracts, whilst margins on standard infrastructure work and upgrades are under pressure.
- **Difficulties in meeting customer needs:** End customers want to continue to rely on Avaya technology but also want a more flexible solution that doesn't involve a major capital outlay.

## THE SOLUTION

**Avaya Cloud Solutions**, delivered by BT Wholesale, is a new carrier-grade service. It enables your customers to leverage the full capabilities of the Avaya Aura® Contact Centre (CC) and Unified Communications (UC) propositions, delivered as a true cloud utility service. It offers you:

- **Increased opportunities.** Our service addresses customer demands for a cloud-delivered Avaya solution. By streamlining the provisioning process, it enables you to deliver many more projects with less resource whilst generating more revenue.
- **Greater profitability.** Selling cloud services will drive both your top and bottom line growth. Current resources tied up in project delivery and upgrades are freed up for more profitable activity, and more margin will flow through to drive bottom line and cash flow growth.
- **A differentiated offer.** Our unique solution is designed to give you complete control over how you design the commercial offer and how you architect and deliver the solution to the customer. Furthermore, your spend on Avaya Cloud Solutions is aligned with Avaya Connect, enabling you to retain and grow your Avaya accreditation and benefits. Additionally all spend will contribute to your aggregate spend with BT Wholesale.



Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

[www.btwholesalehub.com/acs](http://www.btwholesalehub.com/acs)

## AVAYA CLOUD SOLUTIONS DELIVERED BY BT WHOLESALE

Avaya Cloud Solutions, delivered by BT Wholesale, is an enterprise-grade service designed to support you in offering tailored solutions to your customers, underpinned by Service Level Guarantees (SLGs).

### KEY BENEFITS:

#### GREATER RESPONSIVENESS

With our Avaya Cloud Solutions service, you benefit from flexible terms and a pay-as-you-go commercial model. This will help you to have a faster time to market and to be more responsive to end customer needs and changing market demands.

#### CONTROL AND DIFFERENTIATION

Our product model is designed to give you complete control of your solution architecture, and the pricing and deal structure for your customers, underpinned by pricing tools that will help you to optimise your deals. For CC opportunities, this typically gives you a 30% or more advantage over peak concurrent usage models.

#### IMPRESSIVE SAVINGS

Our solution enables you to leverage low start-up costs and drive greater long-term value - so you can offer your customers a greatly reduced TCO: a typical saving of 20% over three years and 5 to 10% over five years.

#### INCREASED GROWTH OPPORTUNITIES

Our streamlined provisioning process frees up your skilled resources to work on higher value opportunities, enabling more margin to flow down to your bottom line.

#### AN ENTERPRISE GRADE, FUTURE-PROOF SOLUTION

Our service is built on an enterprise grade Ethernet core underpinned by Service Guarantees which enable you to offer an end to end SLA from desktop to the PSTN. And the platform is always up to date with the Avaya General Availability Calendar.

#### SUPPORTING HYBRID SOLUTIONS

Many customers will want to continue using their on-premise solution to maximise their return on investment, whilst benefiting from the enhanced features and capabilities delivered from the cloud. Our solution will support hybrid implementation, facilitating their progressive migration to the cloud and allowing you to benefit from Avaya's vast installed base.

#### ACCESS TO A WEALTH OF FEATURES

Your customers can access the full suite of Avaya features.

#### DID YOU KNOW?

- Cloud-based call centre market to top US\$10.9 billion by 2019, growing at a compounded annual rate of 21.3% from 2014<sup>1</sup>
- Unified Communications market is expected to reach US\$61.9 billion in 2018, growing at a compounded annual rate of 15.7% from 2012<sup>2</sup>
- In UK contact centres with over 100 seats, over half of the agents are supported on an Avaya system<sup>3</sup>
- Companies using Avaya as a part of their contact centre technology deployments achieve substantially greater annual performance gains than their industry average peers<sup>4</sup>



### WHY BT WHOLESALE AND AVAYA?

- Avaya is one of the world's largest providers of contact centre and unified communications services.
- BT Wholesale is the UK's leading wholesale communications business.
- Customers have access to the full suite of Avaya Aura® Contact Centre and Unified Communications products, delivered over BT Wholesale's high-speed, high quality, managed Ethernet network (which allows us to provide you with service-credit backed guarantees).
- Your customers can access features and services that are normally only available to large enterprises.
- Our solution enables you to harness our combined strengths without any capital investment.

With Avaya Cloud Solutions delivered by BT Wholesale, you can benefit from the combined reach and market share of both our companies, exploiting economies of scale, streamlined provisioning and configuration tools, based on a commercial model that will enable you to build innovative commercial deals for your customers.

**The best of both worlds: BT Wholesale and Avaya.**

**A cloud service that provides a clear route to growth and greater profitability.**

The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

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Registered office: 81 Newgate Street, London,  
England EC1A 7AJ.

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