

A FLEXIBLE UNIFIED COMMUNICATIONS
SERVICE BUILT FOR YOUR CUSTOMER.
THE EASY ROUTE TO NEW SELLING

OPPORTUNITIES

IP VOICE SERVICES

IP voice services are revolutionising the way we work, unifying communications in the cloud across any device – smartphone, tablet, pc or laptop; in any location – the office, home, abroad; at any time. In fact, experts predict that the market for IP voice communications will be worth £1.2 billion by 2015, that's a 400% increase.*

We provide the widest range of world-class voice services in the UK. Our IP Voice Services (IPVS) solution is our major investment for your fast, low-risk entry into a rapidly growing market. It delivers basic to fully-serviced Communications across our BT's powerful next generation network. It's fully adaptable to the needs of all businesses of any scale, in any market segment, so you can maximise revenue and target new markets without the up-front investment. A huge selling opportunity.

DID YOU KNOW?

- **Unified Communications offers big cost savings.** For example, SIP Trunking is 33% cheaper than ISDN30
- **TDM voice in sharp decline.** Traditional TDM voice services are expected to decline by 30% over the next two years.** Act now to secure your share of the rapid growth in IP voice and UC opportunities
- **Superior technology.** Our IPVS platform has been built using market leading technology from Broadsoft, Cisco and Polycom. Broadsoft supply 18 out of the world's top 25 telecommunications companies
- **ISO 27001 accreditation.** IPVS has the robust and fully accredited processes in place to protect the confidentiality and integrity of user data.



HOSTED
COMMUNICATIONS
SERVICES

Email clientreception@bt.com or call
0800 671 045

www.btwholesale.com/ipvs

TAKE YOUR CUSTOMERS TO NEXT GENERATION SERVICES, WITH EASE

We've made all the heavy investments in R&D and high quality networks to bring you services that you can sell with complete confidence.

The portfolio includes voice & video calls, and our UC Office client enables conferencing, Instant Messaging, presence, web collaboration and smartphone clients.

We can tie up all your customers' communications – they can pick and choose advanced features such as HD Voice, video calling, smart call handling and call recording to significantly improve business efficiency.

They can also fully configure their features and turn them on and off from any device, location and time, at the click of a mouse. Everyone can build their own unique service with ease.

SIMPLY, BUILD YOUR OWN

IPVS is built for you. You can integrate effortlessly with your existing service, use separately or combine with our white label options:

Hosted Unified Communications (UC) – an end-to-end Centrex solution with online access, self-configuration and all of your customers' PBX features hosted in the cloud.

SIP Trunking UC – a voice connectivity product that bridges existing and new services, allowing massive cost savings compared to ISDN. Your customers can keep their existing PBX and handsets – and benefit from cloud features on top.

RETAIN EXISTING CUSTOMERS AND WIN NEW BUSINESS

IPVS is a stable-mate for our high-speed connectivity products. It's a great opportunity to up-sell to your existing broadband or Ethernet customers or to build a compelling unified communications proposition to win new business.

OPEN UP MARKETS, GROW YOUR MARGINS

Get all the benefits of a traditional PBX telephone system – enhanced by cloud functionality and with cheaper calls. Some of our customers have told us they make up to 50% margins. We've made all the heavy investments in high quality, dedicated networks and large-scale infrastructure for you. Use IPVS to attract new customers while instilling confidence in existing ones – offering a suite of advanced features via our cloud-based services.

OUR INVESTMENT CONTINUES, TO MEET YOUR NEEDS

Our roadmap is shaped by you. So we've been investing to bring you innovations that give you a real advantage in the market. We recently launched contact centre capabilities and enhanced our customer relationship management (CRM) integration tools. The latest exciting development is UC Office which brings Instant Messaging (IM), conferencing and web collaboration into one simple application.

BIG BENEFITS

- **A single, seamless communications service.** Choose complete integration with our Hosted Service, SIP trunking or both. Integrate with other products in our portfolio, such as high speed broadband, Ethernet and telephone services to open up your revenue streams
- **Complete flexibility.** Offer your customers a service that meets all their needs. They choose the features they want and scale up or down with ease
- **Low risk cost control.** There are no major setup costs or any need to invest in R&D, large infrastructure or systems. Complete monitoring and full visibility with pay-as-you-grow pricing
- **Customers make up to 50% margins.** There's strong demand for IP Voice Services, and our IPVS solution offers you a route to market that's both reliable, and as some of our customers have shown, very profitable
- **Reassuring reliability.** IPVS is a highly resilient and secure next generation network so that you can sell with confidence.



BT WHOLESALE MEANS TOTAL CONFIDENCE

As one of the world's leading communications companies, we supply many FTSE 100 companies, Government users and SMEs via our customers. Our integrity, stability, scale and resources means we continue to invest in the very best networks in the industry and resource the future of business technology. We carefully meet our customers' needs, whatever their shape or size. And we can offer all the support you need, 24 hours a day, seven days a week.

Next generation telephony to take your business into the future, fast. We make it possible.

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.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

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