

A COMPLETE, FLEXIBLE HOSTED TELEPHONY AND UNIFIED COMMUNICATIONS SOLUTION, HELPING YOU CREATE A PROPOSITION THAT IS

UNIQUE



WHOLESALE HOSTED CENTREX TAKING
COMMUNICATION INTO THE CLOUD



THE FUTURE OF COMMUNICATIONS IS CLOUD-SHAPED

Businesses are no longer nervous of cloud technology - more than 70% of UK organisations already use at least one fully deployed cloud-based application*. The tide is turning towards moving communications services off-site and hosting them where they are accessible to the entire organisation, using any device, at any time, wherever they are.

This is part of the reason that traditional voice services, which are already suffering margin erosion, are likely to decline by 30% over the next two years**. The challenge is to secure your share of the rapid growth in IP communication opportunities before others beat you to it.

However, sourcing the multiple components to develop and bring an end-to-end service to market can be costly and difficult, requiring CAPEX and time. Working with BT Wholesale, you can tap into our expertise and build a personalised service with Wholesale Hosted Centrex, helping you open up and maximise revenues streams.



WHOLESALE HOSTED CENTREX – OPENING THE DOOR TO NEXT GENERATION TELEPHONY

Unified Communications (UC) is a huge selling opportunity. Not just because it's changing the way people communicate, but also because it's changing the way people work. For fast, low-risk entry to this rapidly growing market, all you need is our Wholesale Hosted Centrex (WHC) solution.

This is a white label communications service, based on a core network that we manage to ensure the service is always available. With online access to self-configuration portals – one for you and one for your end users – to make changes as needed, it removes the requirement for a physical PBX. Users still enjoy all the same functionality, but with the features and benefits of accessing IP communication from the cloud on top.

A flexible unified communications service, WHC can be tailored to the needs of any size of customer, large or small. The complete proposition includes lines, calls, numbers, phones and connectivity, available as bundles or separate components, with a variety of term options to suit everyone. They have access to our HD Voice Service as well as advanced features, such as call logging, calling plans, hunt groups, call handling, hot desking, and Smartphone and tablet integration to significantly improve business efficiency, with the option to add Instant Messaging (IM) and web collaboration. It helps to tie up all your customers' communications and boost your 'Share of Wallet'.



DID YOU KNOW?

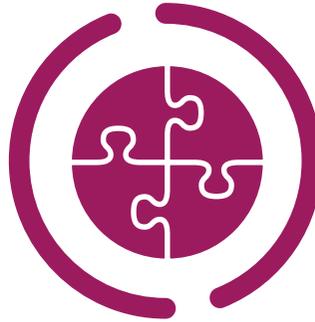
- **Superior technology.** Our solution has been built utilising BroadSoft's market-leading BroadWorks Hosted UC platform. BroadSoft supply 18 out of the world's top 25 telecommunications companies.
- **ISO accreditations.** Wholesale Hosted Centrex has the robust and fully accredited processes in place to protect the confidentiality and integrity of user data. We've had ISO 9001 accreditation for overall quality management for many years and our services are certified to ISO 22031 for business continuity and ISO27001 for data security. We are working towards IL2 compliance, which is key for public sector deals.

BIG BENEFITS



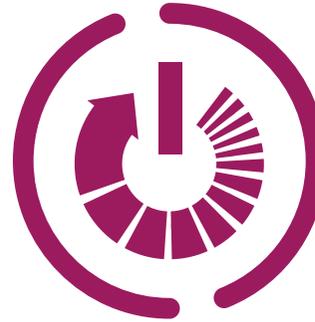
LOW RISK COST CONTROL

Enjoy fast, risk-free entry into the hosted centrex UC market with a fully scalable 'pay as you grow' service, featuring complete monitoring and full visibility. There are no major set up costs or any need to invest in R&D, large infrastructure or systems and some of our customers have shown margins of 50% and more.



SUPPORTING YOUR BUSINESS

We can support you on the evolving TDM voice to IP communications journey, whether you are new to IP communications, you are already selling services, you want to enhance your existing capabilities or you are looking to buy white-labelled solutions. Our hosted portfolio has the breadth and scale to deliver more of the smart business tools you want and need.



SELLING POWER

You can choose whether to offer a complete unified communications (UC) package, or pick components and add your own services to create a unique proposition of your own. Developing your portfolio will help to transform your traditional business model and deliver full UC solutions to your customers.



INCREASING SALES OPPORTUNITIES

Wholesale Hosted Centrex is an excellent solution for creating up-selling opportunities and new revenue streams. It can be used as the gateway to delivering powerful, next generation UC solutions and other value-add services, as well as being the perfect partner for our high-speed connectivity products.

BIG BENEFITS



COST SAVINGS WIN BUSINESS

Offering hosted services helps to attract multi-site operations (which are often larger businesses). However, cost savings are a major factor for all organisations when considering new technologies. Our WHC services can show cost savings of up to 60% over legacy kit and lines, helping to make it a compelling proposition. Because the total cost of ownership can be better than that of an onsite PBX, it's particularly useful for businesses with under 50 seats.



SIMPLE TO USE

Quick and easy to set up, manage and use, our service configures automatically and seamlessly integrates with existing communication tools. Advanced features can be chosen via our cloud-based services and activated from any device and location, meaning that anything from basic to fully-serviced communications are delivered across a powerful next generation network.



REASSURING RELIABILITY

Wholesale Hosted Centrex is run on BT's highly resilient and secure next generation network, with Service Level Agreements, so that you can sell and serve with confidence.



EASIER MANAGEMENT

A single online system enables you to order multiple components through one reliable supplier, helping you respond quickly and flexibly to meet demand. Plus, there's a white label feature management portal through which users can control their own services.

EXTENSIVE BENEFITS FOR YOUR CUSTOMERS

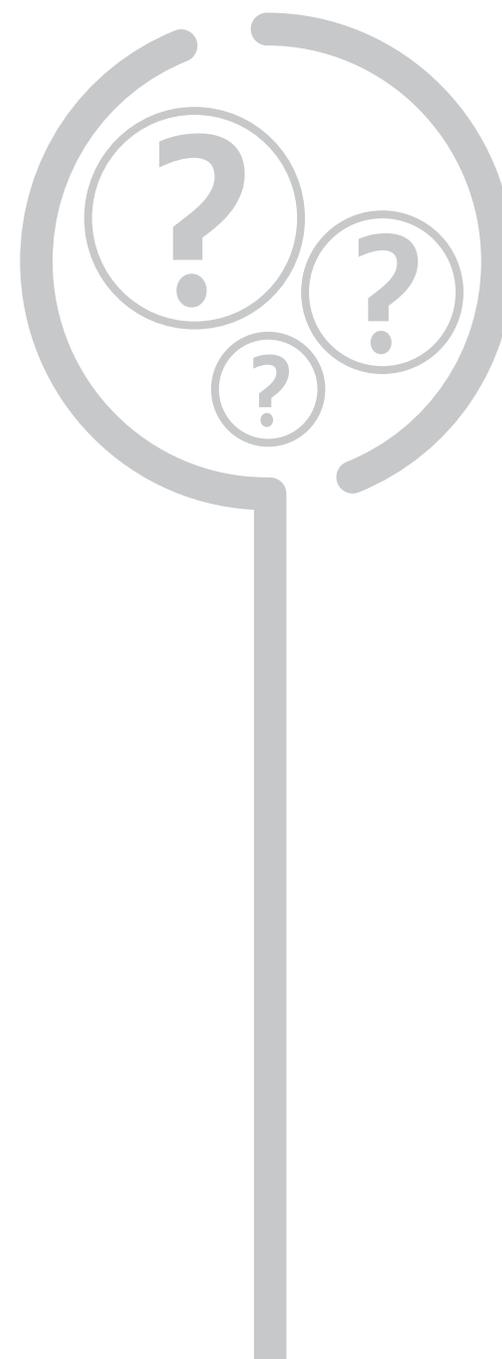
Our end user configuration portal delivers a great self-service experience, enabling businesses to choose which advanced features to use with their HD voice service. These UC services help to improve flexible working and operational efficiencies, as well as helping businesses collaborate more effectively across both mobile and desktop platforms.

- **Ease of use.** This flexible communications service can be accessed and controlled from anywhere using devices including phones, PCs or tablets. It can be configured and updated at the touch of a button, so your customers get a solution that quickly meets their changing needs. And being hosted, they don't have to maintain levels of technical expertise in-house.
- **Built-in business continuity.** With an office-based PBX, a fire or flood could bring communications to a halt. But with WHC, all services and features are contained in the cloud, so communications remain untouched and employees can keep working from any location, including home.
- **Cheaper calls.** Calls between all users on the service are free of charge and calls to mobile and international numbers are considerably cheaper than usual.
- **Reduced cost.** Introducing UC applications like audio conferencing saves the time and cost otherwise spent on travel. Convenient pay-as-you-go rental avoids the need for investment in infrastructure, systems or equipment - especially useful for start-ups or greenfield sites - with savings of up to 60% achievable over legacy kit and lines.
- **Reassuring reliability.** Wholesale Hosted Centrex is run on a dedicated next-generation network, offering built-in quality of service, security and resilience.
- **Flexible working.** Customers can issue employees with 'one number', instead of separate mobile and fixed lines, which enables them to work from different locations, including home, but still be part of the overall communication service.



WHY BT WHOLESALE?

- **We have market leading commercial offers.** Our continuous focus on driving down our cost stack means that we have the flexibility within our products but without compromising on service.
- **We have real breadth of portfolio.** We have the most complete hosted communications portfolio and the widest range of world-class voice services in the UK. We are in the unique position of being able to offer complete, high quality, end-to-end solutions which are future proofed, scalable and fully supported.
- **We are massive investors in technology.** We spend many millions on our hosted communications services portfolio, on top of major nationwide investment in fibre broadband and Ethernet services. As a global FTSE100 company, we also offer you reassuring stability and business continuity.
- **We provide exceptional performance.** Our hosted services are embedded in our dedicated next-generation network - we offer built-in quality of service, security and resilience.
- **We offer a low risk route to the market.** Our WHC is fully-managed and offered on a pay-as-you-grow basis, so offers a quick, low risk route to market with virtually no capital outlay on infrastructure or support and maintenance.



BT WHOLESALE A complete, flexible hosted telephony and unified communications solution, helping you create a proposition that is unique

WE MAKE IT POSSIBLE

BT WHOLESALE MEANS TOTAL CONFIDENCE

As one of the world's leading communications companies, we supply many FTSE 100 companies and SMEs via our wholesale team and 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, now. 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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* Businesses of 50 or more users. Source: Cloud is becoming the new normal. #SP02U, June 2012

** Source: IDC

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