

WHOLESALE ETHERNET

High quality connectivity
with real selling potential



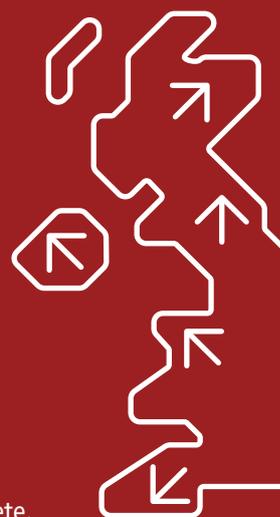
The market for Ethernet connectivity is growing fast. And now there's a way for you to take advantage, without the big investment upfront. Our Wholesale Ethernet solution uses our industry-leading 21C network and offers excellent capacity, flexibility and security right across the UK. It gives your customers easy access to high performance voice, data and IP services, and gives you the opportunity to grow your business, effortlessly.

BT Wholesale Ethernet offers cost-effective, secure high-bandwidth connectivity right across the UK at speeds from 0.2Mbps to 10Gbps.

Our Ethernet solution is a component-based service and our wide range of Etherway access options provide the physical connection to our 21C network.

Did You Know?

- **The UK's greatest range of access options.** Our Ethernet access options include dedicated fibre, copper (EFM), next-generation fibre (GEA), in-building handover and radio
- **Nationwide coverage.** Our Wholesale Ethernet product is available from over 1,300 fibre access nodes supporting over 3,500 exchanges across the UK. Further rollout will soon take coverage of UK businesses beyond 95%
- **Designed for you.** BT Wholesale Ethernet supports bandwidth options from 0.2Mbps to 10Gbps. We can easily scale up and down to match demand so you can offer customers exactly the solution they need
- **Integrated Access portfolio.** Wholesale Ethernet is part of our market leading connectivity portfolio. We offer everything from leased lines and fibre broadband to fully managed solutions like Broadband Complete.



Email clientreception@bt.com or call

0800 671 045

www.btwholesale.com/ethernet

WHOLESALE ETHERNET

Etherflow is the bandwidth element of the service. There are two types of Etherflow:

- **Connected** – provides point-to-point connectivity, allowing you to connect to your customers and extend your network reach in a cost effective way
- **Dynamic** – provides ‘any-to-any’ connectivity (ELAN), which supports the growth of dynamic traffic routing and cloud based services, such as conferencing and data storage.

Outstanding potential to grow your sales

Our heavy investment in next generation fibre allows you to tap into new small business market opportunities. No other supplier can offer you the kind of selling power and flexibility that’s built into our Wholesale Ethernet solution. We have extensive coverage in the UK, and the greatest choice of access and speeds to suit your customers’ needs. Now you can deliver a high quality connectivity solution to customers whatever their size, across the UK.

Easy set-up and built-in versatility

BT Wholesale Ethernet makes things really easy for you. In most cases, there’s no major up-front investment. We also offer pay-as-you grow flexibility. Wholesale Ethernet is also versatile; your customers get the exact solution they need. And you can build Ethernet into a broader sales offering. It’s ideal for IP Voice Services (IPVS), as well as video, multi-media and cloud based services. What’s more, upscaling capacity is easy with our online portal.

Big Benefits

- **Cost efficiency.** Deliver advanced connectivity to your customers without major investment or risk. It’s up to 10 times cheaper than traditional WAN solutions
- **Cross-selling potential.** It’s ideal for next generation voice and data services, such as IPVS, video conferencing and cloud computing. So it’s a platform from which to launch these services to your customers
- **Nationwide coverage.** Ethernet offers total geographic versatility. Therefore, it’s ideal for all kinds of customers from SMEs to large multi-site corporations
- **Flexibility.** Choose and adjust speeds as well as connectivity options via a simple portal experience. Upgrade your Etherflow bandwidth in only 30 minutes
- **Reliability.** Our Wholesale Ethernet solution is based on our highly resilient 21C network so that you can sell with confidence
- **Reassurance.** We’re a world leader in communications technology. So you can be sure that our Ethernet solution is fit for purpose and built to last. We’ve also got one eye on what’s coming next, so our solutions are embedded with future proofing.

BT Wholesale means total confidence

As a world-leading communications company, our reach is extensive and our investment doesn’t stop there as we continue to roll-out our services. With more access options than any other supplier, and all the reliability, security and flexibility you expect from the UK’s foremost Ethernet network provider.

Our advanced Ethernet to grow your business. 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.

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

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