

# WHOLESALE HOSTED CENTREX

A complete unified communications service



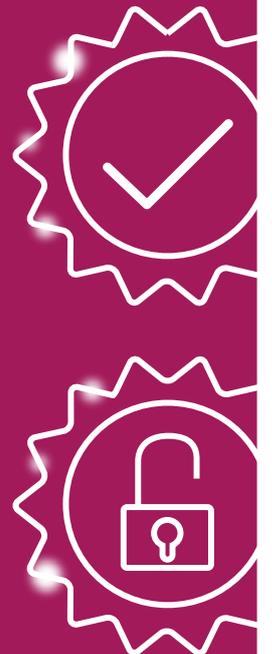
Over 80% of UK businesses already use at least one fully deployed cloud-based application<sup>1</sup>. The tide is increasingly turning towards moving communications services off-site and hosting them where they are accessible to the entire organisation, using any device, at any time, wherever they are.

Wholesale Hosted Centrex (WHC) 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 also have access to the features and benefits of accessing IP communication from the cloud.

A flexible unified communications service, it can be tailored to your customers' needs – 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. They can also enjoy Instant Messaging (IM) and web collaboration via our Skype for Business™ plug-in, which is free with UC Office. The complete proposition includes Centrex lines, calls, numbers, phones and connectivity, available as bundles or separate components, with a variety of term options to suit everyone. It helps to tie up all your customers' communications and boost your share of wallet.

## Did You Know?

- **Traditional TDM based voice service continue to decline as organisations prioritise moving to IP based comms.**  
Act now to secure your share of the rapid growth in IP voice opportunities
- **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
- **Free plug-in.** Our Skype for Business™ plug-in, which is free with UC Office, is a carrier-grade hosted telephony service enhanced by WHC core functions (e.g. voice, video and business-class Centrex features)



[1] Businesses of 50 or more users. Source: Cloud Industry Forum



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## 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.

Our Skype for Business™ plug-in, which is free with UC Office, also provides great opportunities for cross-selling.

## Increasing sales opportunities

Wholesale Hosted Centrex is an excellent solution for creating up-selling opportunities. 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.

## 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 and our WHC services can show cost savings of up to 60% over legacy kit and lines, helping to make it a compelling proposition.

## Simple to use

Being hosted, our solution requires no major upfront investment. Quick and easy to set up, manage and use, it 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.

## Extensive end user benefits

Our end user configuration portal delivers a great self-service experience, enabling businesses to use advanced features, HD voice, conferencing and applications such as Instant Messaging and Smartphone clients. 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.

### 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
- **Opening new markets.** You can access new revenue streams by selling a 'Complete' communications solution
- **Excellent returns.** Our WHC service offers you a route to market that's both very reliable and profitable compared to the eroding margins on traditional products. Some of our customers have shown margins of 50% and more
- **Complete flexibility.** You can offer your customers a service that exactly meets their needs, as they choose the features they want and scale with ease. They can start simple and you can up-sell value-add later, or they can embrace the full hosted solution from Day 1
- **Reassuring reliability.** Wholesale Hosted Centrex is run on BT's highly resilient and secure next-generation network, so that you can sell and serve with confidence
- **Easier management.** A single online system for you to order multiple components, plus a white label feature management portal through which users can control their own services.

## 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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