

THE BT WHOLESALe A TO Z GUIDE TO DATA CONNECTIVITY

Would you like to know more about what's happening in relation to data connectivity at BT Wholesale? This handy A to Z will give you a glimpse into different aspects of our Wholesale Ethernet and broadband portfolio, as well as some useful links to further information.

A

AVAILABLE

Fibre-to-the-cabinet (FTTC) is already **available** to almost 22 million UK homes and businesses and the coverage is continuing to grow. [Click here](#) to download our latest broadband maps. Plus don't forget FTTC access is also available as a Wholesale Ethernet access option.



B

B2B GATEWAY

As well as our **B2B Gateway** for broadband, the service has now been extended to Wholesale Ethernet. It's been designed to make life easier for you - your customers will be able to place orders and receive the latest BT Wholesale information via a single gateway. It means quicker transaction times, greater control and much more.

[Find out more.](#)



C

COVERAGE

BT Wholesale's data connectivity solutions provide the ultimate **coverage**. Wholesale Broadband Connect (WBC) coverage reaches over 99%* of UK and over 2,700 sites have been enabled, with hundreds more to be enabled soon. [Check out](#) our latest maps for more information.

Meanwhile, the roll-out of our Wholesale Ethernet nodes continues, we've enabled a further 540 Ethernet in the First Mile (EFM) nodes and we will be rolling out an additional 600 fibre nodes from 2015/16. Our latest roll-out schedule is available to [download](#).



D

DIVERSE



Our data connectivity portfolio is **diverse** enough to support all of the bandwidth options you'll need. Wholesale Ethernet supports options from 0.2Mbps to 10Gbps and WBC Fibre offers exceptional speeds of up to 330 Mbit/s downstream and 30 Mbit/s upstream. These can easily be scaled up and down to match demand - so you can offer customers exactly the solution they need.

E

ETHERNET IN THE FIRST MILE

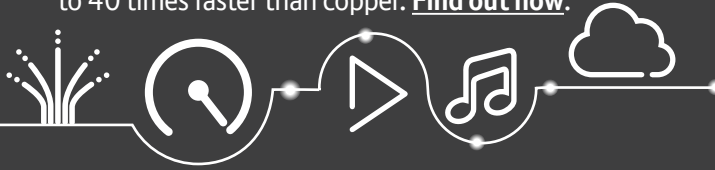
EFM offers the perfect alternative to Ethernet fibre access. You don't need any expensive infrastructure and you can be ready to go in as little as 25 working days! [Find out more.](#)



F

FASTER

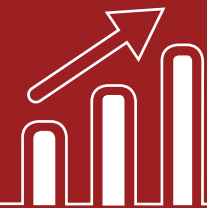
With an increasing demand for **faster** high-speed connections, our data connectivity solutions offer an array of flexible access options at highly competitive prices. For example Wholesale Ethernet supports bandwidth options from 0.2Mbps to 10Gbps and with WBC fibre you can deliver a broadband service that's up to 40 times faster than copper. [Find out how.](#)



G

GROWTH

One of the key **growth** drivers for data connectivity is the increasing demand for Ethernet from businesses of all sizes, especially SMEs. They want more bandwidth and also want to make more use of the cloud and hosted applications. The UK market for Ethernet services is worth £600m and is growing rapidly. [Read our insight article](#) to find out how to capitalise on the demand for data connectivity so that you can create a richer portfolio and stickier customers.



H

HIGH QUALITY

Broadband Complete is our simple, fully managed connectivity solution that delivers **high-quality**, reliable broadband to your business customers. It's ideal if you want to achieve scalability cost-effectively and don't have your own switch but want to cross-sell to existing customers. [Find out more.](#)



I

INVESTING

BT is **investing** more than £3 billion – including £2.5 billion on a commercial basis – to roll out fibre broadband across the UK. We're investing significantly in extending our coverage on all of our key Wholesale Ethernet access options – Fibre, EFM and next-generation fibre (GEA). We're also expanding our on-net presence in key UK data centres. [Find out more.](#)



J

JOURNEY

Speed up the Wholesale Ethernet install **journey** for your customers with our new Managed Install solution. It will manage the delivery and set-up of an Ethernet circuit, all in one go. [Find out more.](#)



K

KEEP UP-TO-DATE

Keep up-to-date with our data connectivity portfolio through our regular events and update calls. BT Wholesale's quarterly ISP Forum gives customers updates on service and the latest news on broadband products. There are also regular Wholesale Ethernet roadmap release calls that provide information on the latest service and operational improvements schedules. [Click here](#) to register for forthcoming events.



L

LINES

In 2014, we had over three million Fibre broadband **lines** serving more than 100,000 external customers and continues to grow rapidly.


3,000,000+

M

MARKETING HUB

Our **Marketing Hub** makes it even easier for you to sell our solutions to your customers! It gives you access to the most engaging and up-to-date marketing collateral (including white label versions), news and insights. All of this will boost your effectiveness when talking to your customers.

Take a look to find out how you can learn more, sell more and share more.



N

NETWORK

We're continuing to invest heavily in our **network** so that we can provide you with the next generation of reliable, future-proofed services. You can rely on us to deliver the high quality infrastructure and solutions you'll need to meet your customers' requirements without any major investment.



O

OPTICAL PRODUCT

We're seeing the growing demand for very high bandwidth and ultimately we need a cost effective solution, in order to meet the traffic requirements for now and in the future. Our high capacity **Optical product** has been built on BT's 21CN next generation infrastructure that offers customers huge network capacity of up to 100GE on point to point connectivity. Launch of this exciting product is due in summer 2015.

P

PRICING

Visit our **pricing** tool on btwholesale.com to check the latest prices for standard broadband and Wholesale Ethernet. You'll also find the latest Wholesale Ethernet pricing offers on there. **Find out more.**



Q

QUALITY OF SERVICE

Fibre can give your customers more flexibility and open up the exciting world of Hosted Communications Services. They can enjoy real-time **Quality of Services (QoS)** combined with the inherently fast and stable upstream speeds that fibre broadband provides.



R

ROADMAPS

Access our **roadmap** now to discover the latest developments across BT Wholesale's data connectivity portfolio. **Click here** for more details.



S

STUDIES

Find out how BT Wholesale's products and services help our customers to do business more effectively. Our customers are at the heart of everything we do - and our data connectivity case **studies** demonstrate how we work together to deliver the right solution to your needs. **Find out more.**



T

TWITTER

Keep up to date with the latest news and information about Wholesale Ethernet at [@BTWEthernet](#) on [Twitter](#).



U

UK'S LEADING PROVIDER

Our Wholesale Ethernet access options are suited to any business of any size, from our entry-level GEA fibre product, to our low-cost alternative to fibre – EFM and dedicated fibre that is delivered directly into your premises to offer faster speeds and long-term value. We're also the **UK's leading provider** of wholesale broadband, with the widest array of solutions. These range from ADSL through to high-speed fibre services, including Fibre to the Premises (FTTP), meeting the needs of everyone - from consumers to SMEs and large corporations.



V

VOICE ASSURED BROADBAND

BT Wholesale continues to trial **Voice Assured Broadband**, which will be launching soon. It's a new broadband feature that will provide you with a Service level Agreement and a dedicated helpdesk to underpin your IP Services Voice offerings. If you know of any customer who'd be interested in joining this trial, please [contact us](#).



W

WORLD SPEED RECORD

BT has set a new broadband **world speed record** over an existing core fibre link between the BT Tower in London and BT's Adastral Park, with data speeds of up to 3 terabits per second.



X

XTRAORDINARY

We offer **xtraordinary** flexibility - you can choose and adjust speeds as well as connectivity options via a simple portal experience. You can even upgrade your BT Wholesale Etherflow bandwidth in just 30 minutes.



Y

YOU



We are committed to **you**. No customer is too small: you'll benefit from the same high levels of service whether you're an SMB customer or one of the UK's largest communication providers. Talk to us about how our data connectivity solutions can open up new revenue streams and provide your customers with the best possible service.

Z

ZZZZZZ

Now that you know that BT Wholesale can meet all of your data connectivity needs and can help you to provide an even better service to your customers, you can sleep more easily at night. **Zzzzzz...**

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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