BT WHOLESALE

Direct Internet Access (DIA)

Take control of your network

If you've already got your own network but want better control, reach and flexibility on the internet access that you give your customers, then we can help you with that. With our Direct Internet Access.
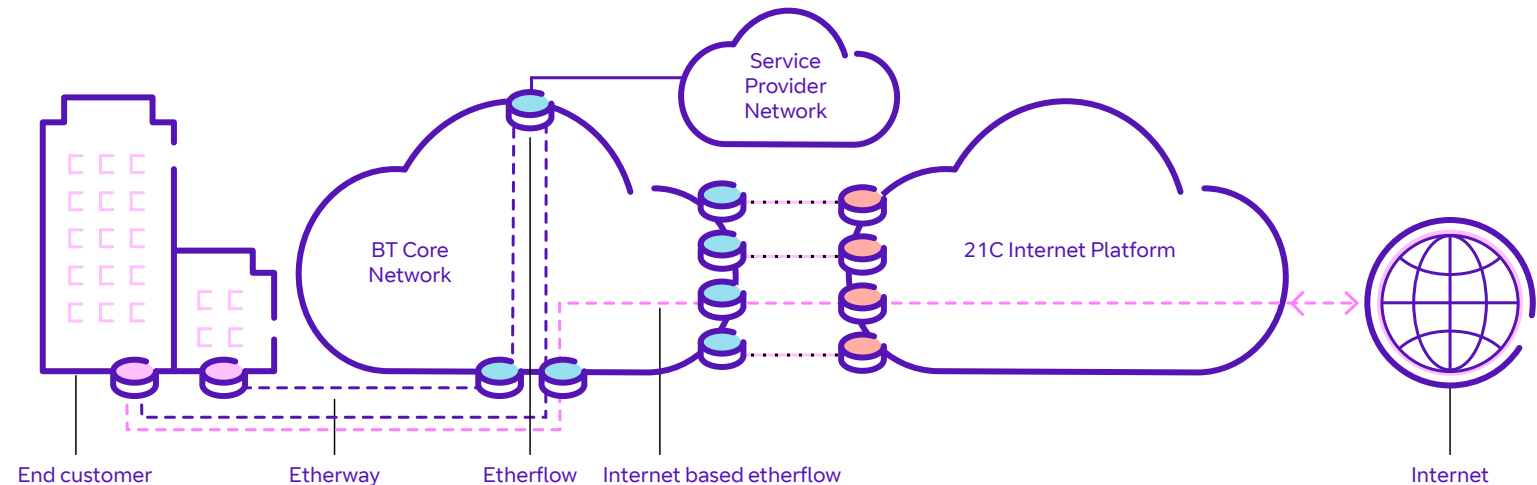
Why use it now?

Usage of the internet is constantly growing. And as we move towards an all-IP world, we can expect to see a bandwidth boom. Whatever industry your customers are in, you can be sure they're relying on fast, stable internet connectivity to perform their business operations. With DIA you'll be able to meet their demands to help them thrive in the digital age.

We've got the peering connections that allow you to offer a direct connection across the internet with leading cloud partners. So you can have a network in place that is proven and offers fast speed connectivity. And you'll be in complete control.

Direct Internet Access (DIA)

Direct Internet Access in action

By adding DIA as an additional Etherflow you can have a direct link in to the internet. This allows customers to directly peer to key cloud providers, offering them faster speeds and quicker connections. And by routing traffic over the internet it can free up network capacity to allow your customers the ability to better manage their network capacity. Ideal when customers are looking to manage Total Cost of Ownership while driving digital transformation and the move to the cloud.

Service Provider Network

BT Core Network

21C Internet Platform

End customer   Etherway   Etherflow   Internet based etherflow   Internet

New network strategists

The future will see hybrid networks becoming the standard as more organisations look to manage bandwidth demands in a cost-effective way, by greater use of the internet. We've already seen the internet working in association with private VPN connections like MPLS to provide resilience and access to public and private clouds. With the acceleration towards Digital Britain, there's also been an uptake in cloud-based services. The key to this move is a network connection that you can rely upon with the service to match. And that's what you get with Direct Internet Access.

It's also a great stepping stone to harnessing the use of SD-WAN. It helps to enable the quick setup of new sites, controls the applications running across the network and gives you the ability to use multiple access to meet bandwidth demand. By using Direct Internet Access, you'll have that exclusive internet access but will be in complete control over how much your customers use.

You'll also be able to better manage your TCO. You'll peer directly over the internet, saving hub and network capacity, while direct access to data centres will save you more capacity and costs as you meet growing demands.

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Direct Internet Access (DIA)

All the benefits of uncontended Ethernet and more

Great Ethernet. Flexible and dedicated speeds, 24/7 support, and far-reaching coverage.

Simple to use. Easy pricing and ordering via our portal, along with bulk pricing options.

Future-proof your portfolio. With the PSTN switch off in 2025 not far away, everything's going to all-IP. Rather than waiting for it to be a necessity, get ahead of the game, kit out your portfolio and show your customers how to succeed with their digital transformation agenda.

Superior support. We're here when you need us, with a five-hour fix time and 24/7 UK support.

Easy pricing. Our Pricing Tool lets you price yourself, quickly and easily so you can get on with business and carry on earning.

Bandwidth flexibility. Take control and change your bandwidth as and when you need to. You can increase throughput without the need for engineering visits, further reducing your TCO.

Not all peering is the same

We are a European Tier 1 internet provider with connections to US and Global Tier 1 networks.

Who we peer with

We've partnered with some of the biggest names in the industry to allow you a direct connection to major cloud providers, data centres and carrier-neutral exchanges, including:

- 1 Net
- Apple
- Akamnai
- Amazon Web Services
- Check Point
- Facebook
- Global Switch
- Google
- HP Helion
- Keppel Digihub
- Microsoft Azure
- Office 365
- Salesforce.

Why BT Wholesale?

We proactively manage over 150,000 Ethernet access circuits. We're continually investing millions into our network. We have double and triple resilience in our core network, running at 99.999% availability. And our 1,700 wholesale experts are on hand to help whenever you need us.

Find out more

Call: **0800 671 045**
Email: **clientreception@bt.com**
Visit: **btwholesale.com/DIA**

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