



TRUST
BT wholesale
TO DELIVER THE POWER
OF THE CLOUD

BY THE END OF 2015

90%

OF ALL UK BUSINESSES WILL BE
USING AT LEAST ONE CLOUD SERVICE*



61%

OF ALL GROWING BUSINESSES
BELIEVE THAT CLOUD
TECHNOLOGY IS CRITICAL TO
THEIR FUTURE SUCCESS*

* MICROSOFT 2015

DON'T RISK LOSING YOUR CUSTOMERS. THE CLOUD
IS NO LONGER A CHOICE, IT'S A MOVEMENT.

IT'S TIME TO
INVEST

BT wholesale
WHOLESALE HOSTED CENTREX

OUR CUSTOMERS ARE
SHOWING UP TO

50%

MARGINS*



141%

GROWTH IN THE NUMBER OF SEATS
EXPECTED IN THE NEXT 4 YEARS**



* CUSTOMER AND BT WHOLESALE DATA 2014

**BT WHOLESALE ANALYSIS 2014.

BT wholesale
WHOLESALE SIP TRUNKING



UP TO **50%** CHEAPER THAN A COMPARABLE
TDM/ISDN30 SOLUTION



TRADITIONAL VOICE
SERVICES MARGINS ARE
LIKELY TO DECLINE BY **30%** OVER THE
NEXT 2 YEARS*

NUMBER OF TRUNKS
FORECASTED TO GROW BY

116%

IN THE NEXT 4 YEARS**



* IDC ** BT WHOLESALE ANALYSIS 2014

BT wholesale
HOSTED CONTACT CENTRE

FOR EVERY
£1 OF
HCC SOFTWARE
SOLD...



YOU COULD SELL
A FURTHER

£2-7

OF RELATED
PRODUCTS

THE CLOUD CONTACT
CENTRE MARKET IS
FORECAST TO GROW BY

100%

IN THE NEXT
3 YEARS*

* BT ANALYSIS OF CANALYS DATA 2014

TYPICAL LIFECYCLE OF

3-5

YEARS

KEEP YOUR CUSTOMER
RETENTION AND YOUR
PROFITS HIGH

BT wholesale
AVAYA CLOUD SOLUTIONS

THE LARGEST **10%** OF CONTACT
CENTRES ACCOUNT FOR OVER

50%

OF ALL AGENT POSITIONS**

72%

OF ENTERPRISE
UC CUSTOMERS
HAVE CONTACT CENTRE
REQUIREMENTS*

INTEGRATED
AVAYA CONTACT CENTRE/ UC SERVICE CAN

DOUBLE

YOUR SALES OPPORTUNITY

* GARTNER, 2013 ** CONTACTBABEL, 2014