

Wholesale Hosted Communications

When two cloud technologies combine



Get the most out of a Unified Communications (UC) solution with our proposition. Choose either Hosted Centrex, SIP Trunking or a combination of both.

The UC market is growing

Traditional telephony solutions just don't cut it anymore. Businesses are moving towards cloud technology, with the majority of UK businesses already using at least one cloud-based application. This is why we're already seeing a decline in traditional voice services as companies move their communications offsite and enable them to be accessible to their entire organisation on any device, from anywhere.

Traditional voice services can't meet the need for instant availability. There has been a huge surge towards cloud communications, and it continues to rise. Hosted Centrex and SIP Trunking are two key technologies in this area and ones that businesses are moving to.

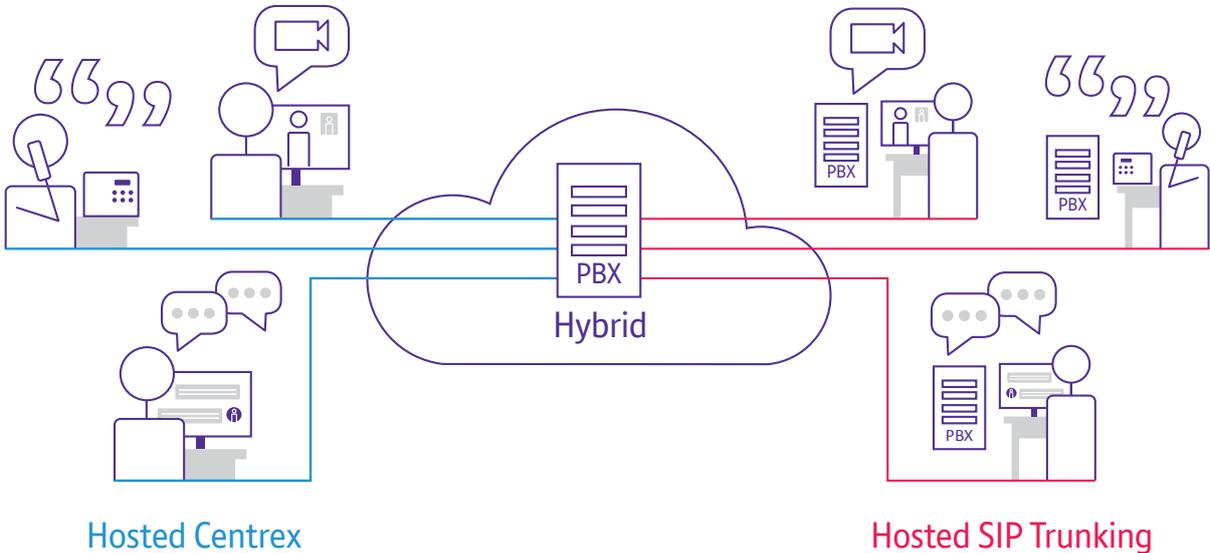
The Hosted Voice market is worth £570 million and is projected to grow to a whopping £1bn by 2021, while the SIP Trunking market is looking to grow to £867 million. So now is the time to act – you don't want to fall behind in the market and lose out against your competitors. Thankfully, our Wholesale Hosted Communications (WHC) solution combines the best of both Hosted Centrex and SIP Trunking into one proposition, giving you all you need to conquer the hosted arena.



What is Wholesale Hosted Communications?

WHC is made up of our two hosted solutions – **Hosted Centrex** and **SIP Trunking**. Hosted Centrex is a cloud PBX telephony solution that replaces an onsite PBX using IP, moving businesses from an onsite deployment to a cloud solution. SIP Trunking is an onsite PBX solution that replaces the legacy ISDN connection using IP – a business’ onsite deployment is retained and they can start to take advantage of features from the cloud.

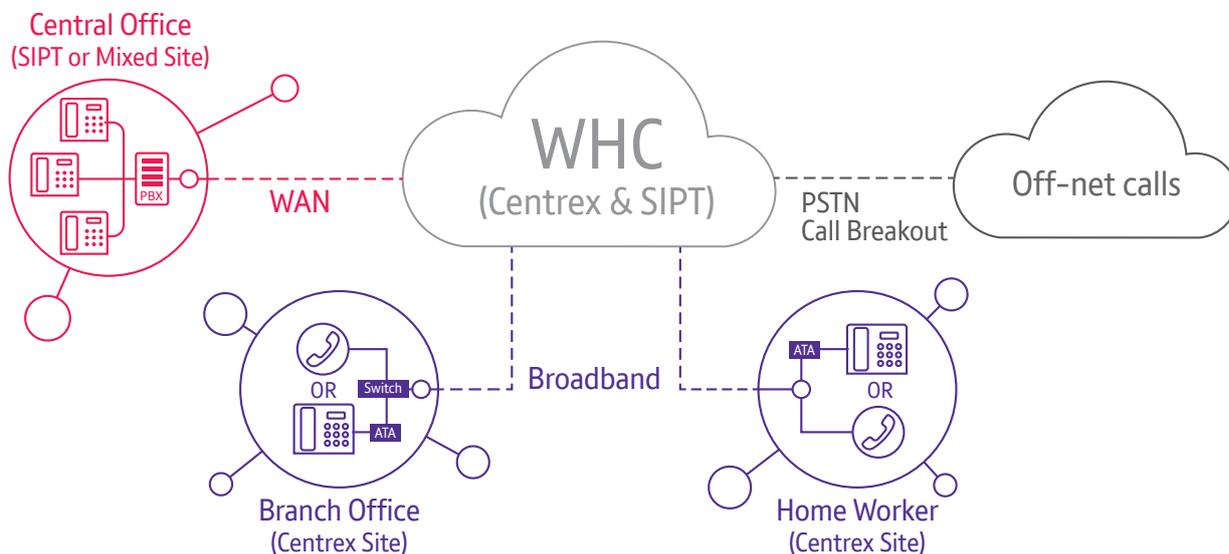
With WHC you can utilise both solutions to create a unique UC proposition. You can also combine them to create a hybrid (mixed estate) and offer your customers advanced communications methods.



A white label solution

When you take on WHC, you can sell it to your customers under your own brand, offering your customers the next best thing in hosted communications. We’ve pulled out all the stops to help you capitalise on this, including a Business Portal, with your branding, which customers can use to easily manage their features. We work behind the scenes to ensure that you get the best data connectivity so you can provide your customers with the best cloud technology possible.

A cloud technology



Many businesses rely on an onsite PBX, often at multiple sites, to provide employees with their communications. But WHC uses the cloud. The PBX can be removed from a site and keep the same functionality provided from the cloud using Hosted Centrex. SIP Trunking can be used for sites that need to retain the PBX while users still also enjoy new cloud features such as analytics, IM, voice recording, cloud queuing and more, with a common experience irrespective of the SIP Trunking or Centrex technology. This means that you don't have to worry about the potential issues that you could face with integrating multiple PBXs across multiple sites, such as different firmware, manufacturers or communications methods.

WHC can also provide each of your users with a single telephone number and service, enabling them to benefit from a range of uses, such as:

- Making and taking calls on one number when in the office
- Organising and initiating conference services
- Receiving voice messages on email as wav files and across multiple devices
- Sending Instant Messaging (IM) messages from numerous applications and devices, with real-time presence
- Controlling and redirecting calls to anywhere, with no effect to the caller experience.

Integrated services from any site

To get a better understanding of how WHC works, this is an example deployment for a multi-sited company with up to 50 users, geographically spread. Hosted Centrex and SIP Trunking work together in a deployment allowing users to access the same integrated services from wherever they are.

Did You Know?

Ordering is easy. As WHC is a combined service, it's even easier to order via one simple portal, Business Zone, so you can get your customers up and running quickly

It only takes one number. Each user has a single telephone number which enables them to use multiple services and enhanced communications tools

The UC market is growing. With an estimated value of £1.2bn, it's continuing to grow and many businesses are moving to hosted, so there's never been a better time to invest

Our solution is fully unified. Encompassing a range of features such as Call Control, Mobility, Conferencing, Call Queuing, Unified Messaging, Applications, Web Collaboration and IM and Presence.

We can help you combat fraud. With our sophisticated Fraud Management System that monitors data in real-time.

Key benefits for you

Hosted Centrex

Low risk control

There's no need for you to invest in R&D, infrastructure or systems, and our other customers who have taken our similar IPVS service tell us they make 50% on top of our pricing.

Business support

Whatever your business situation – if you already sell IP services, are new to IP communications, want to bolster your capabilities, or looking to buy white-labelled solutions – we'll support you. By creating your own UC proposition, you can transform your traditional business model, improve your customers' communications and boost Share of Wallet.

Increased sales opportunities

With Hosted Centrex you can sell a kit-bag of components that you wouldn't have traditionally sold, giving you the chance to win business where you wouldn't have done before.

SIP Trunking

Huge cost savings

Compared with ISDN, SIP Trunking can produce costs savings of up to 50%. You'll also benefit from our highly competitive wholesale call rates and licences, as well as free on-net calls for your users.

Fraud Management

With our sophisticated Fraud Management Tool, you can give your customers peace of mind knowing that our experts will stop a fraud attack before it can do real harm.

Simple deployment

Our service has been developed for you and it's fully self-service. You can order all components quickly and easily and get it up and running for your customers, with easy management of features via Business Zone.



Key benefits for your customers

Self-service

Your users can use an online portal to manage their service. We provide this to you, with your branding, so you can provide your customers a great self-service experience. The portal can be accessed and controlled from anywhere using phones, PCs or tablets. It can be configured and updated with just the touch of a button – no technical knowledge needed.

Business continuity

All services and features are in the cloud. This means communications will be running in the office, even if the office is damaged (e.g. flood or fire). It also means employees can continue working from any location using their one number.

Call efficiency

Calls between users are free of charge while calls to mobile and international numbers are considerably cheaper – this is all done with no charge to upgrade PBX features.

Cost reduction

We all know that SIP is cheaper than ISDN. And our convenient ‘pay-as-you-grow’ offering takes away the need for investment in infrastructure, systems or equipment.

Flexible working

As users only use one number, separate mobile and fixed lines are replaced and each employee can work from different locations, including home, but still be part of the overall communication service.

BT Wholesale means total confidence

We're one of the world's leading communications companies, supply FTSE 100 companies and SMEs with the latest in next-generation communications. And we have market-leading commercial offers and the most complete Hosted Communications portfolio in the UK. By investing millions of pounds into our technology, we stay at the forefront of the hosted market and help our customers to combat competition.

Whatever the size and shape of your business and your customer's business, just know that we're here to help.



Move your business forward with the right UC solution.
We make it possible.