

Wholesale Hosted Centrex

UC Office Skype for Business plug-in



Skype for Business

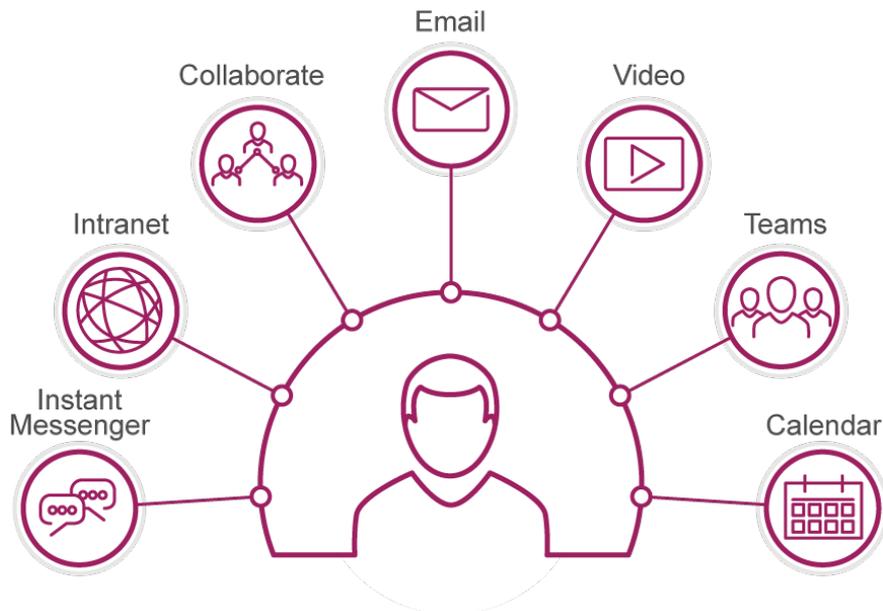


New business opportunities

Changes in the communications market landscape



Changes in business communications



- Multiple communications channels
- Different systems for fixed, mobile telephony and now IM - business comms are becoming more fragmented
- Users want an easier, more integrated way of working.



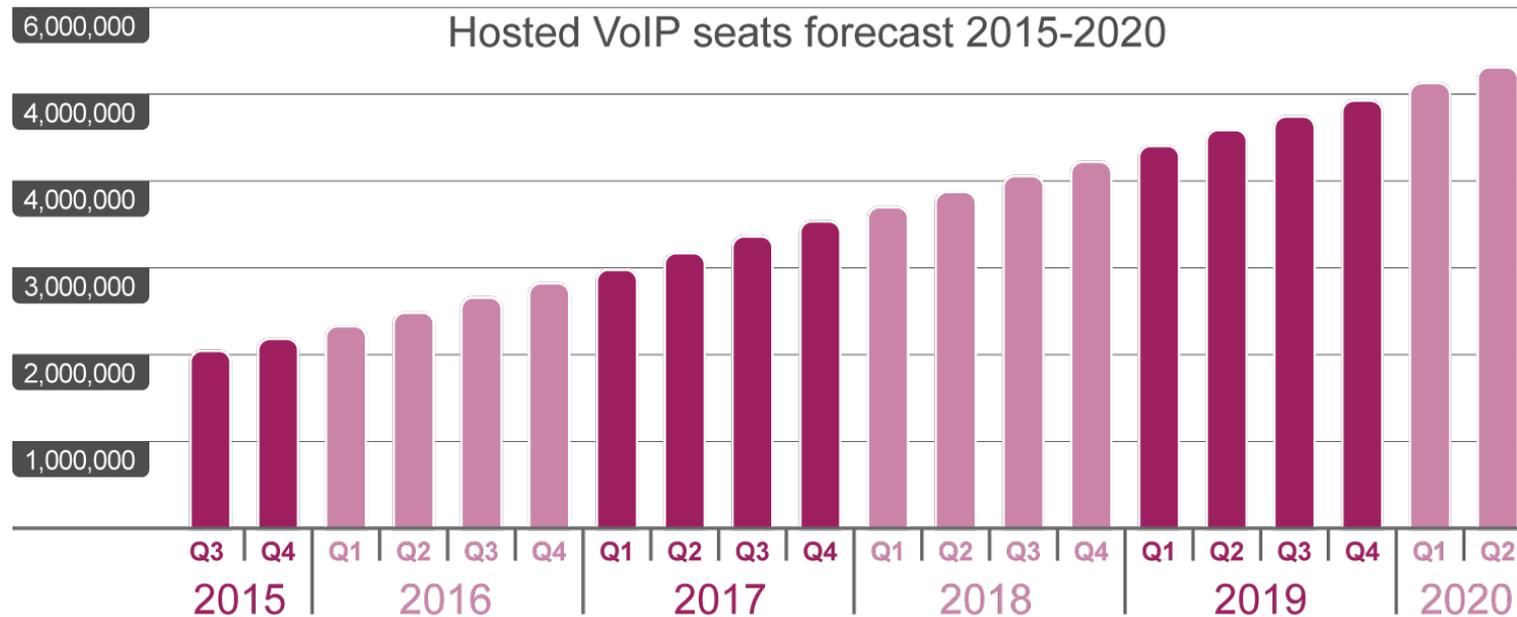
Trends in new business communications apps in the UK



- There are over 70 million users of office 365 worldwide
- Growing UK SME base
- Familiar office software apps
- Its all about greater productivity and collaboration



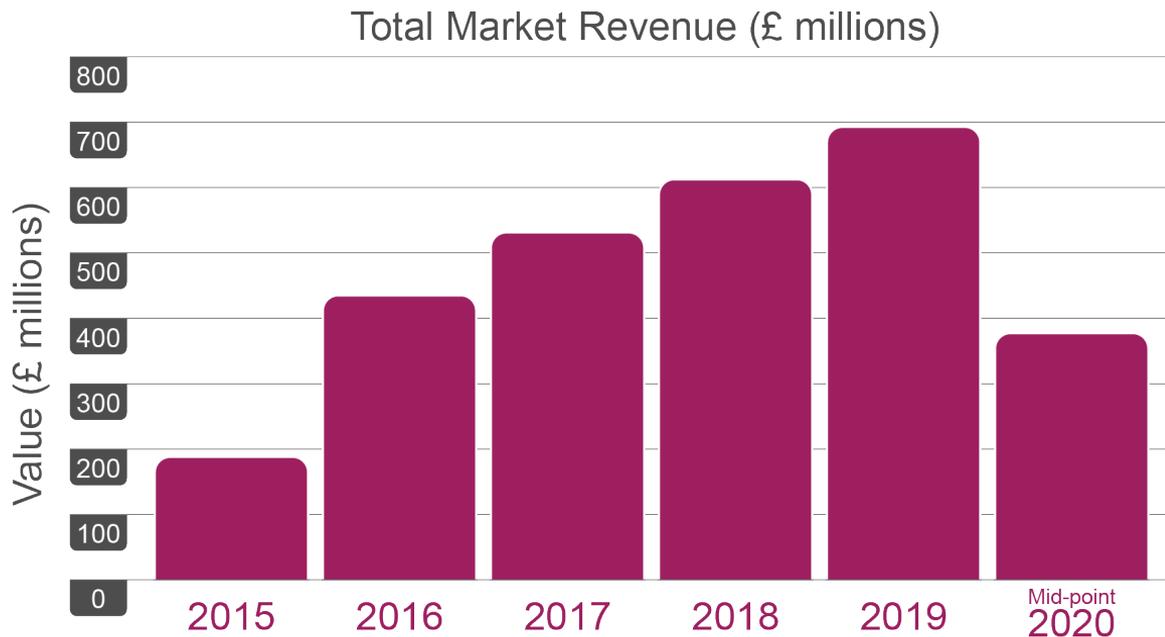
Trends in VoIP seats in the UK



Source: Cavell



Trends in Total Market Revenue in the UK



Source: Cavell

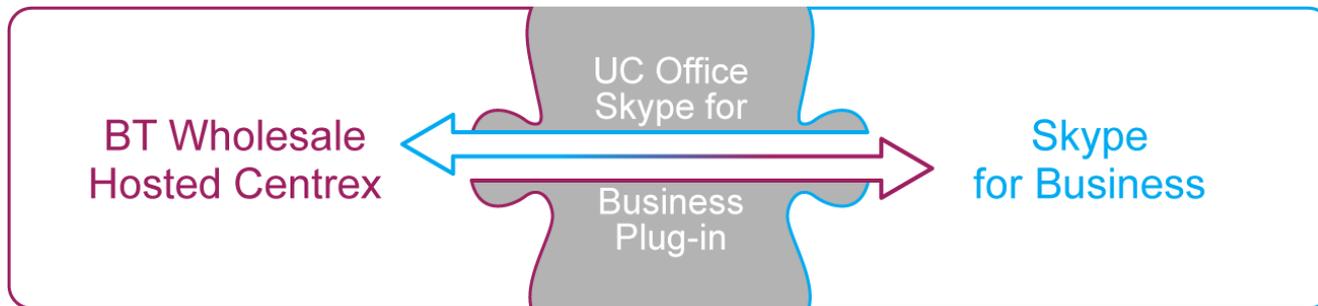


Wholesale Hosted Centrex (WHC) and UC Office

- Keeping in touch with changing customer needs
- Keeping in touch with each other



Wholesale Hosted Centrex and Skype for Business

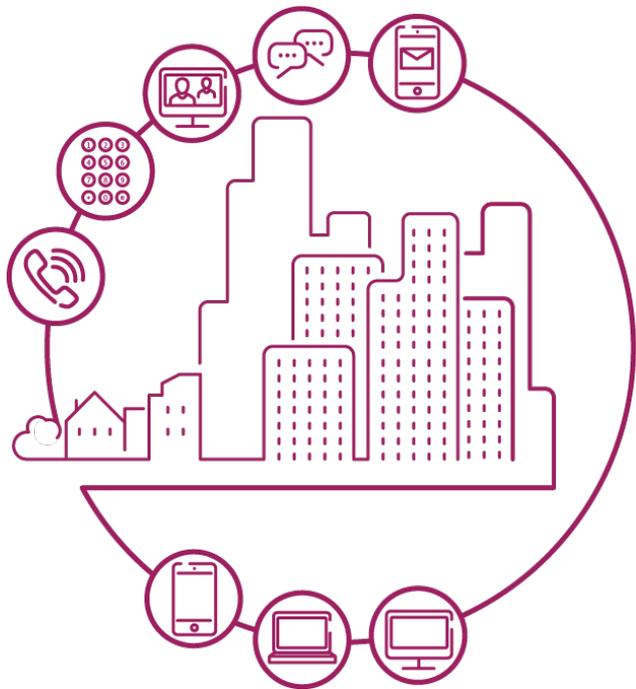


- A complete, flexible telephony and UC solution, hosted in the cloud
- Provides end users with a rapid, low-risk entry into the UC market
- Excellent for upselling opportunities
- Now includes free UC Office Skype for Business™ plug-in!*

* Also available through UC Office on IP Voice Services (IPVS)



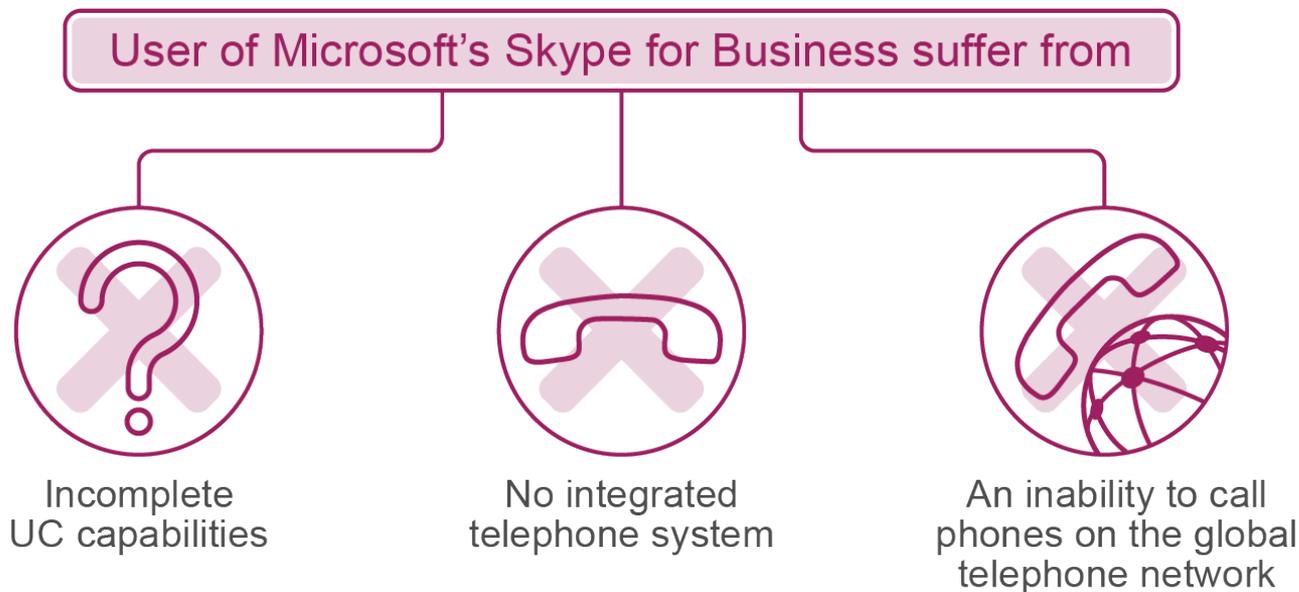
What is UC Office?



- It's a carrier-grade, future-proof UC application for managing communications easily and efficiently
- It enables users to access their services from the device of their choice
- UC Office for Desktop is included in the UC Business and UC Team User Add-Ons on a per-user, per-month basis.



Why is the UC Office Skype for Business plug-in needed?



Key features



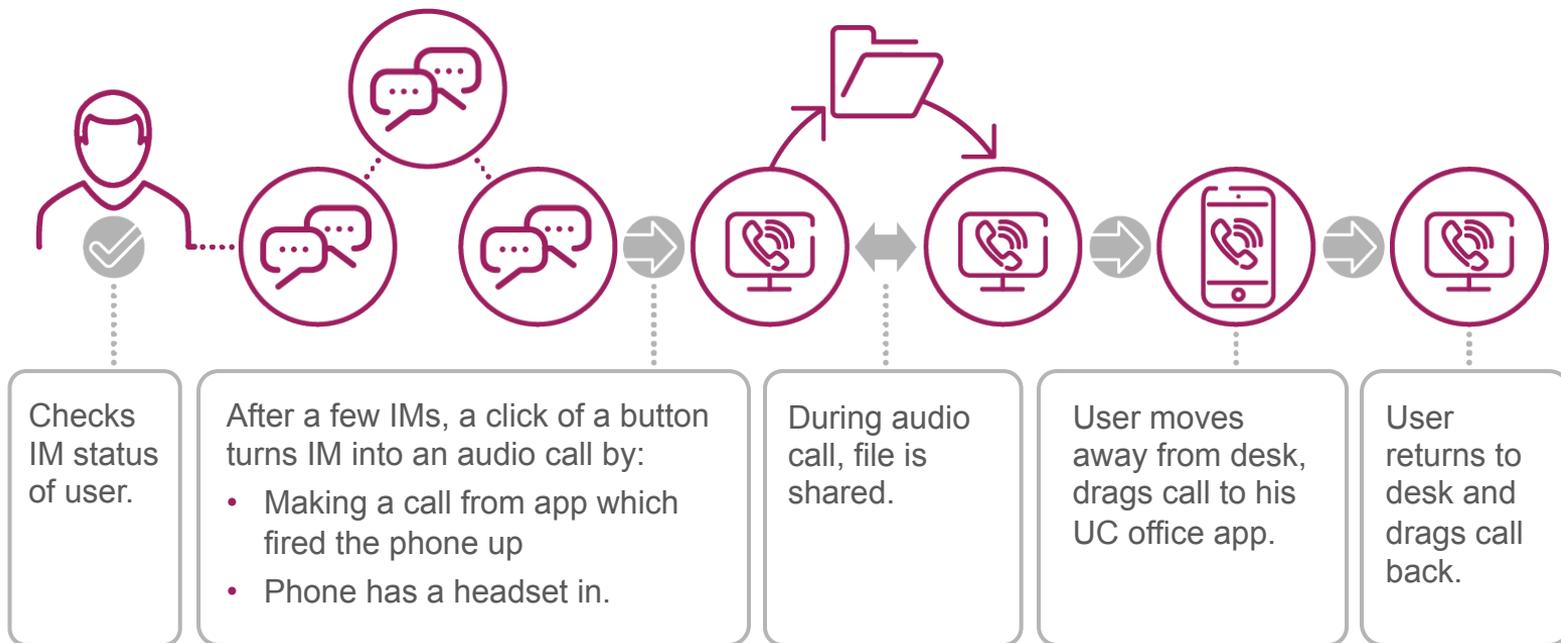
WHC Skype for Business plug-in

Business Unified Communications:

- Voice, Video Business Telephony
- Front Office
- Call Centre
- Lync/S4B Click-to-Call & Presence.



How Skype for Business works



Key features and benefits



What does the plug-in do?

Enhances Office 365 and integrates with Microsoft Skype for Business and Lync.



- Provides standard Microsoft Instant Messaging and Presence capabilities.
- Overlays these with WHC functions - including voice, video and business-class Centrex features.
- Use Outlook to receive voice and fax messages.
- ‘Click-to-call’ numbers in Outlook contacts and email signatures, or on web pages and in documents.
- Supports the desktop and enables people to use a desk phone and to move calls between their desktop, desk phone and mobile.



Key benefits for users

Convenience



Integration



Cost effectiveness



Versatility



Connectivity



Flexibility



Key benefits for CPs



New revenues



New opportunities



Minimal capital investment



A comparison with Microsoft Cloud PBX

BTwholesale

Hosted Centrex/UC Office
Skype for Business

- Integrated with Office 365
- Including Skype for Business/Lync IM and Presence
- Uses the common Skype for Business UI
- Approved by Microsoft, based on standard APIs
- Stable technology used by millions of business users
- Full complement of advanced calling features



Microsoft
Microsoft Skype for Business Cloud
PBX w/PSTN Calling

- Integrated with Office 365/Federation with Skype users
- UK “Preview” PSTN calling w/limited features 5/2016*
- Skype for Business network is under construction
- In use by a few thousand users worldwide
- No auto attendant today - promised in April

* “Preview” is Microsoft’s term for demonstrating a service or feature which is not released, priced or possessing a target release date. The preview may not be implemented in the same manner as the formally released service or feature will be.



A comparison with Microsoft Cloud PBX

BT wholesale

Hosted Centrex/UC Office
Skype for Business

- Auto attendant, call park, call pulling, multiline appearance, private line, Call via Work, Single Call Appearance (SCA)
- Support for common area phones, key system configurations, analogue devices
- BT's world-class network with proven PSTN support
- BT's world-class customer support and service
- **Great margins for our partners**



Microsoft Skype for Business Cloud
PBX w/PSTN Calling

- No support for features like call park, call pulling, multiline appearance, private line Call via Work or Remote Call Control
- No provisions for Square Key configurations, analog devices such as fax machines, security devices, credit card authorization
- Complex and incomplete licensing scheme
- Analytics & reporting tools → self-care
- Low margins for partners and getting lower



Why BT Wholesale?



WHC is a complete UC solution



Our new plug-in blends Microsoft capabilities with WHC features



Our integrated voice, video and messaging solution revolutionises how people can work



Wholesale Hosted Centrex

UC Office Skype for Business plug-in

Simple, high quality, voice, video and instant messaging.
We make it possible.



Skype
for Business

