

Case study

# Growing through partnership

How working together helped Calteq overcome its challenges



## Calteq keep businesses going with Wholesale Hosted Communications

Calteq provides a range of IT solutions to some of the most well-known retail and hospitality businesses in the UK. So when the country was hit by the coronavirus pandemic, it had a major impact on Calteq and its customers.

But thanks to the strength of our partnership, we were able to help Calteq through it. When lockdown measures forced many of its customers to close, we found a way to keep its services going. And we helped Calteq to navigate the transition to all-IP, as well as leading a major transformation project for one of its biggest clients.

### Dealing with unprecedented challenges

The government's lockdown restrictions meant restaurants and shops were shut, so no calls were going out, and no revenue was coming in. Calteq was faced with the possibility of having to cease its Wholesale Hosted Communications (WHC) licences with BT Wholesale and re-engage with a vendor once the pandemic had passed.

On top of that, Calteq's large legacy technology estate meant it needed to begin upgrading its telephone systems ahead of the PSTN switch-off in 2025.

Also, one of its largest customers, a major high-street brand, was looking to change the existing time division multiplexing (TDM) connectivity and infrastructure in its stores – migrating to all-IP, via WHC and SoGEA. As a small business with limited resources, Calteq needed support, initially in the bid and then in the migration itself.



**“From executing large-scale IP-transformations to giving WHC Teams Direct Connect licences to local charities, Calteq knows that BT Wholesale has its back. Our solutions and expertise let Calteq deliver customer-focused and collaborative voice, connectivity, mobile and cabling solutions to some of the UK’s most well-known businesses. Our relationship and ability to come up with answers underpins everything we’re doing. Together we mean business.”**

**Christopher Wellbelove DL**  
Senior Marketing Consultant, BT Wholesale



## Find the right solutions

Rather than cease Calteq's WHC licences, we offered the company a form of commercial support: keeping the licences open, so it could start using them again once its customers came out of lockdown.

We've continued to support Calteq, both commercially and operationally, since the pandemic – giving the company access to the solutions it needs. The businesses it works with typically have a front-end/back-end set-up – a call centre, for example, with the ability to call out and contact customers.

With this in mind, WHC has helped Calteq to shape a proposition for its target market. And with WHC Express, it can help smaller businesses to make and receive digital phone calls from anywhere, on the same business number – perfect for digital transformation.

As well as these solutions, Calteq can offer service and operational support, including an enhanced service trial. This lets it bypass the traditional ticketing system and book scheduled support slots with the BT Wholesale service team whenever needed. This means we're able to help Calteq fulfil its obligations to its customers.

## The power of partnership

"We've been working with Calteq for close to a decade," says Gavin Jones, Channel Sales Director at BT Wholesale. "During the pandemic, we understood the challenges UK businesses were facing and tailored our price offering to make sure Calteq had the right commercials in place to serve their customers.

"We also helped the company itself transform – operationally evolving its TDM and MPLS networks to the new technologies we offer. It's a formidable partnership and by working together, Calteq can continue doing what it does best."

Calteq has also recently joined our Partner Plus programme. That gives it access to a host of benefits including sales and marketing support, online training courses, exclusive partner events and the use of the BT logo in its resources.

**"We're grateful for the support we've received so far, and we're excited to see what it has planned for us in the future."**

**Matt Hammond**  
Head of Sales, Calteq

## Making a real difference to growth

Calteq has become a major VoIP provider in the retail and hospitality space. With our support, it also bid for – and won – a large opportunity with a major high-street brand and one of its biggest customers. This IP transformation project includes around 2,000 licences over the next two years.

The last few years have been difficult, but by working together, we were able to help Calteq not only to survive – but to focus its efforts and thrive.

### About Calteq

Calteq is based in Hertfordshire and was established in 2003. We've worked together for more than nine years, developing a strong relationship in that time.

It provides a range of IT solutions to businesses, including connectivity, hosted contact centres, mobile and cabling solutions, and hosted communications, such as WHC, WHC Express and WHC Teams Direct Connect.

Visit [calteq.co.uk](https://calteq.co.uk) to find out more.



**“I genuinely feel that BT Wholesale cares about its partners. Nothing is ever too much trouble. Its support teams are easy to get hold of and always on hand to provide expert advice. It offers a wide array of products and services too, making it easy for us to sell the best products at competitive prices.”**

**Matt Hammond**  
Head of Sales, Calteq

# Are you future-ready?

To find out more about Wholesale Hosted Communications and how it can help your customers and your business, visit [btwholesale.com/whc](https://btwholesale.com/whc) or speak to your account manager.



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October 2022