

# STEPPING INTO NEXT GENERATION VOICE



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BT Wholesale's IP Voice Services portfolio has really proven itself in the past three years - it has kept pace with and is meeting the requirements that customers have. To have a product with BT's name behind it was important to us. We needed to have the confidence that the systems and support were in place, so it could deliver a really good service to our partner channel and the end customer.

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**TIM NELSON**  
Head of IP Products  
Channel Telecom

## BACKGROUND

Channel Telecom is a network distributor, selling telecom services under its own brand to dealers and resellers. Recognising that IP was the future for voice services, they wanted to find a low risk solution that could respond to customer demands quickly and simply. So they turned to BT Wholesale to see if its IP Voice Service (IPVS) could deliver the flexibility and resilience it needed, with minimal capital outlay.

IPVS offered a robust and pay-as-you-grow solution, which was just what Channel Telecom was looking for. Plus they could see that IPVS would meet the changing needs of its dealers: enabling them to offer customers a step change in the way telephony services were delivered.

## THE SOLUTION

Channel Telecom integrated BT Wholesale's IPVS into its voice portfolio - offering SIP Trunking Unified Communications (UC) via its dealer and reseller networks. A key factor in its choice of BT Wholesale's IPVS above others was the significant confidence customers hold in BT's infrastructure, scale and resources.

The first step was to implement IPVS into the business itself for Channel Telecom's own use, helping to fully understand the solution before delivering it to customers. A customer trial was then run to gradually build up expertise and to learn hands-on with real customers, before rolling the service out to its main channel.

The challenge that Channel Telecom faced was its reliance on its customer base to start selling IPVS. A great deal of support, training and encouragement was needed at the start to get customers to make the move into next generation telephony, along with help to spot opportunities and guidance through the sales and implementation process.

Over time customers have become more self-sufficient, to the point that they now just bring signed orders to Channel Telecom. Some have switched very quickly to IPVS - seeing the immediate benefits in terms of cost saving, reliability and providing a feature rich product set. Channel Telecom is now working to move across those still more comfortable selling phone systems and ISDN lines - reassuring them that IPVS delivers a more sustainable voice connectivity product.



## THE BENEFITS

BT Wholesale's IP Voice Services provide Channel Telecom with a solution that bridges the traditional voice and hosted cloud communications worlds. Overall, it offers low capex with a high quality service, excellent technical support team and robust systems in place to provide seamless communications services.

As a result, Channel Telecom has been able to set itself apart by delivering solutions to customers at great speed and quality thanks to the real-time customer information, quality support and continued product developments from BT Wholesale. It is also benefiting from advanced product features, such as automated number ordering and port requests. As well as cutting down admin time it is very efficient, as the new number is supplied immediately and is usable in 24 hours.

Channel Telecom believes that IPVS offers a superior package, not only in terms of product functionality but also the supporting systems, processes and people behind it, which have really kept pace with the market and customer requirements over the past three years. The confidence and credibility the services create have enabled Channel Telecom to win and smoothly roll out a number of large 100+ extension contracts recently.

Working closely with BT Wholesale over the past couple of years, Channel Telecom has helped to develop and trial different product features and is now well positioned

to reap the benefits of its involvement. The next step for Channel Telecom is to expand into hosted contact centres, which it sees as the logical move to complement its voice portfolio and support the evolution into hosted cloud communications.

## BT'S CORE CAPABILITIES

BT Wholesale's IPVS delivers a basic to fully-serviced communication solution, across our powerful next generation network. It's fully adaptable to the needs of all businesses of any scale. So you can maximise revenue and target new markets quickly without the up-front investment.

You can integrate effortlessly with your existing service, use separately or combine with our white label options:

- **Hosted Unified Communications (UC)** – an end-to-end Centrex solution with online access, self-configuration and all of your customers' PBX features hosted in the cloud.
- **SIP Trunking UC** – a voice connectivity product that bridges existing and added services, allowing massive cost savings compared to ISDN. Your customers can keep their existing PBX and handsets – and benefit from cloud features on top.

**A single, seamless communications service** – choose complete integration with our Hosted Service, SIP trunking or both. Integrate with other products in our portfolio, such as high-speed broadband, connectivity and telephone services to open new revenue streams

**Complete flexibility** – offer your customers a service that exactly meets their needs. They choose the features they want and scale up or down with ease

**Low risk cost control** – there are no major setup costs or any need to invest in R&D or large infrastructure. Complete monitoring and full visibility with pay-as-you-grow pricing

**Customers with up to 50% margins** – there's strong demand for IP Voice Services, and our IPVS solution offers you a route to market that's both reliable, and as some of our customers have shown, very profitable

**Reassuring reliability** – IPVS is run on a highly resilient and secure next generation network so that you can sell with confidence.

“ Things we particularly like about BT Wholesale's IPVS are the quality of the support team, portals and systems that it has in place. Plus the ability to order new numbers and to submit number port requests via an automated process, which is very efficient compared to other suppliers. ”

**TIM NELSON**  
Head of IP Products  
Channel Telecom

For more information contact your account manager or the BT Wholesale helpdesk on

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## BT wholesale

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