

CUSTOMER STORIES

**POWERING PROMOTIONS THAT
REALLY SPEAK TO RESELLERS**

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Paul Heritage-Redpath,
Product Manager, Entanet



Entanet – a channel communications provider offering a diverse portfolio of business class voice and data services – aims to make life easier for resellers. Since its founding, Entanet has worked hand-in-hand with BT Wholesale to deliver compelling broadband offers that help its partners compete and grow.

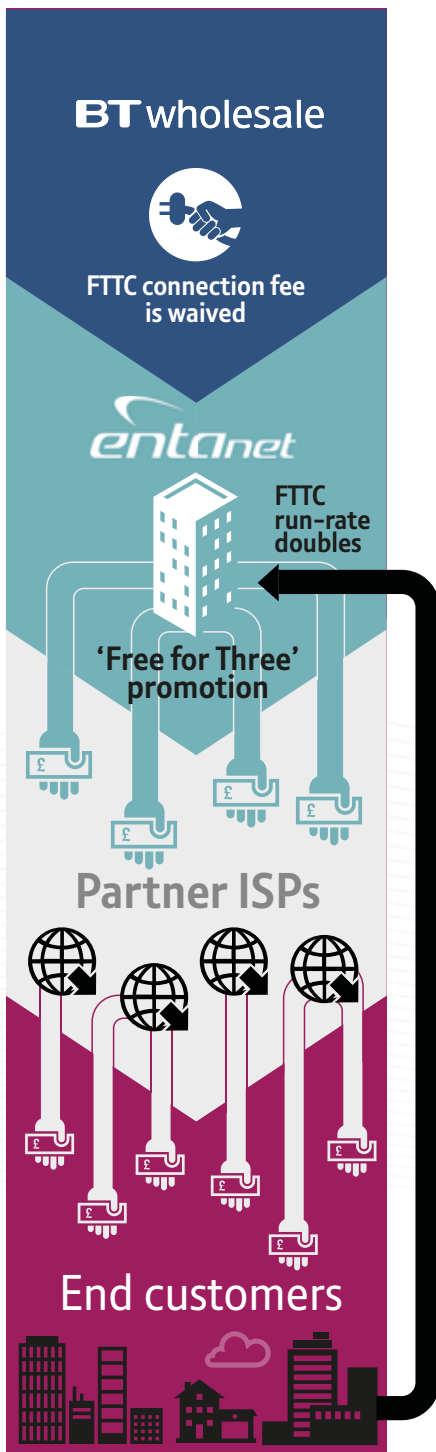
Entanet provides wholesale voice and data communication services, focusing exclusively on the indirect channel. Founded in 1996 providing dial-up internet access to local businesses, today Entanet is one of the UK’s leading B2B communications providers and serves hundreds of active resellers and thousands of commercial end-user customers.

Darren Farnden, Entanet’s Head of Marketing, credits the company’s growth to its reputation as an innovator that makes life easier for resellers. “We’re known in the channel for being first with the latest and best broadband offers. Just as importantly, resellers know we’ll do everything we can to help them bring great offers to their customers. We want to make it easy for them to introduce innovation and compete.”

Removing barriers for resellers

Entanet’s growth mirrors the development of the broadband market in the UK, as the digitisation of life has fuelled an appetite for bigger and bigger bandwidth volumes.

Throughout its history Entanet has worked with BT Wholesale, with the growing hunger for bandwidth creating a compelling logic for the companies to work together more closely. For example, Entanet played an active role in the development of BT Wholesale’s 21st Century network. “We were there at the start, taking part in the trials,” says Darren. “Then we took the decision to take BT’s Wholesale Broadband Connect platform in every node. It was a big



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strategic commitment for us but we dived in, working hand-in-hand with BT on the rollout of the platform. As a result of this close working relationship we were able to launch ADSL2+ broadband before anyone else.”

For Entanet, FTTC (fibre-to-the-cabinet) was the natural next step in the race to keep ahead of rising broadband demand. As well as enabling much higher speeds and capacity, FTTC offers greater reliability and resilience. “Once end users, whether businesses or consumers, have experienced FTTC they don’t want to go back to non-fibre technology. FTTC is very compelling. We wanted to make it as easy as possible for our reseller partners to bring it to their customers.”

One issue that seemed to be holding resellers back was the cost of setting up FTTC connections. “The upfront fee was a barrier and we’re in the business of removing barriers for our customers. We believed fibre could benefit their business but we needed to find something to persuade them to make the decision to move to FTTC with Entanet.”

The promotion

The answer Entanet came up with was Free for Three. Launched in July 2013, the promotion offered free activation on new FTTC orders to Entanet’s partners and prospects for three months. It applied both to new FTTC connections and migration from copper to fibre-to-the-cabinet.

Prior to the offer, resellers would have paid a standard one-off charge of £80 plus VAT to hook their customers up to the high-speed fibre network. Most providers pass this on to their customers, but with Free for Three, there was no charge. “We knew our partners were fighting against some very competitive broadband offers, particularly in the residential market. Free FTTC activation would help them fight back,” says Paul Heritage-Redpath, Entanet’s Product Manager.

Making it possible

BT Wholesale played a key role in enabling Entanet’s installation promotion, putting in place a deal that allowed the company to waive the fee on FTTC connections. BT Wholesale Account Director Vincent Sivori takes up the story. “We’re always asking questions about how we can help customers meet their growth challenges, and build offers and services that talk to end-users. We found out what was holding Entanet back and, together, we came up with a solution.”

In tune with the channel

Entanet’s faith in the power of free FTTC activation was quickly repaid, with the promotion picking up momentum. “BT Wholesale enabled us to create a promotion that was simple and really powerful. It was something we could talk about in our PR and marketing – and it really made sense to our customers. We’ve been getting great feedback from the channel. Our partners are seeing very strong growth and since launch we saw our run-rate on FTTC pretty much double,” says Paul. In fact, Free for Three was so successful that Entanet took the decision to extend the promotion into 2014.

Enabling the FTTC offer is just the latest stage in a long history of cooperation between BT Wholesale and Entanet. “We’ve been with BT since the beginning and we’ve stayed with BT as our business evolved,” concludes Entanet’s Darren Farnden. “Working hand-in-hand with BT Wholesale has allowed us to deliver broadband offers that really stand out from the crowd.”