

Case study

# With the Grand National in sight, BT Wholesale were a sure bet



“At one of the busiest times of the year, we met the need for a speedy turnaround with our Rapid Deployment solution.”

**BT M2M Technical Services Manager**

Picture the scene. One of the biggest sporting events is on the horizon and one of the country’s largest bookmakers needed to get a store up and running. Quickly. BT Wholesale were on hand to help.

Three days before the event, the bookmakers got in touch and required a Machine to Machine (M2M) service to be in place within 48 hours, that could deliver on-site 3G services enabling bets to be placed.

### Addressing problems with a quick-start solution

Following a site problem that resulted in a loss of service to the shop, BT Wholesale recommended our Rapid Deployable Network solution. By supplying the bookmaker with a small, pre-configured router fitted with a 3G SIM card, we replicated the way fixed connectivity works. This meant all bets placed locally went via BT’s router straight to the bookmaker’s head office.

### The end result?

The bookmaker had their store up and running ahead of the Grand National and were able to keep their betting customers happy.



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