



Wavenet and BT Wholesale ride the data wave and build on their powerful relationship

By working hand in hand with BT Wholesale, the fast-growing, UK-based, unified communications aggregator, Wavenet, has an inside track to data networking success.

What's the benefit of us working together?

Wavenet is a UK unified communications supplier founded in 2000. They've grown organically in recent years, as well as a series of acquisitions, to become a £50m revenue company. And BT's network has the broadest footprint in the country. By working together, we can help customers use collaborative technology and replace legacy services, like Integrated Services Digital Networks (ISDN).

What's the challenge?

The Solihull-headquartered firm is doubling down to chase the booming market for digital communications and hosted services. Their vision is to empower their customers by offering a choice of products at the most competitive prices. That way, their customers have greater differentiation backed by Wavenet's expert knowledge.

The BT Wholesale solution

Wavenet unifies all the leading providers under one roof including BT Wholesale. It's emblematic of the sort of partner set to prosper in the coming years as more companies digitise and make broadband the platform for voice and data services.

We're helping drive success together with scalable solutions, particularly in hosted voice, ethernet and broadband services aimed at UK business customers across all sectors.

"BT has helped us as we've seen demand for hosted voice traffic increase," said Antony Black, Wavenet's director of wholesale, who joined over a year ago from TalkTalk Business.



"Why BT? Well, they have a fully integrated service so it's easy to do business with them. The products are established, they're commercially competitive and they have the biggest network footprint."

Antony Black
director of wholesale, Wavenet

Case study

Antony's appointment was a shrewd move by Wavenet CEO, Bill Dawson. Antony played a key part in building the wholesale channel at TalkTalk Business and brings with him a wealth of experience, talent and industry contacts. He's made a big impact already and has been instrumental in bringing together services and helping partners to exceed expectations with portfolio strength and responsive service.

"Why BT? Well, they have a fully integrated service so it's easy to do business with them. The products are established, they're commercially competitive and they have the biggest network footprint. It's really important for us to understand their product strategy and to work alongside them," added Antony.

"Wavenet is a company going for growth in many directions," said Antony. "It's redefining telecoms aggregation by simplifying the process. It's now easy to use multiple vendors with their real-time portal for data, voice, security, cloud and mobile offerings. The plan is to double their revenues over the next two years after a recent cash injection. A pillar of that effort will be the long relationship between Wavenet and BT Wholesale."



"BT Wholesale has been a great supplier from the outset. Wavenet's current account manager, Ann-Marie Taggart, has been working with us for the last four years. The relationship has grown from transactional supplier to trusted advisor as they've supported our go-to-market strategy, training and new product trials," commented Antony.

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Find out more at: btwholesale.com

Offices worldwide

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In a recent collaboration, BT Wholesale supported Wavenet, who won a competitive bid and successfully delivered hosted SIPT for Cambridge Assessment Centre. It needed to configure 2000 numbers on its portal. It specifically wanted to limit any downtime to the weekend. Typically, ports are not supported out of hours, and when they are, they're notoriously difficult to manage. This meant we corroboratively needed to complete the job over the weekend for the project to be successful. BT's professional services team joined with Wavenet to address this. They managed and configured the ports on a Saturday, which meant no downtime in business hours for the Cambridge Assessment Centre.

The future of our partnership

Ann-Marie Taggart, BT Wholesale account manager said: "Wavenet are really set up for growth. Armed with the full suite of Voice, Hosted, Data and Cloud products, they're uniquely placed to help customers make the transition from TDM to IP with a truly converged offer. The team are passionate and experienced. Three of their last acquisitions have been existing partners, which provides a tangible incentive for new partners."

Antony is particularly enthused by what he calls the "game-changing" ISDN replacement cycle as a way to increase success amongst his partners. "Customers have to move to a more data-centric model with hosted voice as a service for internal and external communications," he says.

"We can help them to do that and capitalise on the change with BT's Centrex SIP products. We're moving from offering a less commoditised sale and towards a more consultative approach, with value-added services like call recording and analytics. It's all about us focusing on bringing together services so partners can focus on building the right solutions for each of their customers."

What's next for Wavenet?

A state-of-the-art new office in Solihull has helped to accommodate Wavenet's ongoing growth. They relocated in May to the high-tech facility on an established campus, strategically located at the heart of the UK. They've also just relaunched their website and portal. With expansion plans like this, Wavenet are showing their ambitions to be a true twenty-first century solutions provider in partnership with BT Wholesale.

Over the next few years, Wavenet plan to double its revenues. By working closely with BT, they can ride the waves of growth in the market and offer their customers the right solution at a competitive price.