



# Bandwidth on Demand

Change your Ethernet bandwidth speeds, however and whenever you need

For some customers in today's Ethernet market, changing bandwidth speeds in response to demand is difficult, slow and expensive. Not any more. We're further enhancing our versatile and easy-to-use Ethernet service by offering customers a more commercially flexible solution: Bandwidth on Demand.

With this new service, your customers can modify their Etherflow bandwidth quickly, easily and cost-effectively.

## **Bandwidth on Demand will enable your customers to:**

- respond both proactively and reactively to changing bandwidth needs
- upgrade or downgrade their bandwidth in less than ten minutes
- change an Etherflow VLAN and perform A or B End Etherflow changes in less than 30 minutes.
- pay just one modification fee for each 12-month period
- pay for the new bandwidth for only as long as they need it
- benefit from this flexibility on both new services and their entire existing estate.

## Did you know?

- The Ethernet market is worth £2bn in the UK.
- And it's growing: in fact, it's rising by about nine per cent each year.
- It's all being driven by the adoption of digital technologies, the convergence of IT and telecoms and migration to the cloud.
- You can still schedule Etherflow changes in advance and out of hours using the 30 minute timeslots on the portal.

## Features that make a difference

With our market-leading flexibility, you can go to the online portal and choose a 30-minute time slot for an Etherflow change. With this approach, there's a 24-hour modification time. However, if you need to alter your bandwidth speeds more urgently, you can now opt for the 'immediate' Etherflow modification, which will make the change in less than ten minutes (or less than 30 minutes for virtual local area network (VLAN) Etherflow changes).

With the previous service, only one bandwidth downgrade change could be made per year and each change had to stay in place for at least 30 days. In contrast, with Bandwidth on Demand, end users can make as many changes as they want to meet their evolving needs and only have to pay a single annual modification fee. We've also slashed the minimum service period from 30 days to 24 hours, making life much easier and more cost-efficient.

Whether you choose an immediate or a planned 30-minute change to your Etherflow, regardless if it's a new service or part of your entire existing estate, you'll benefit from our new commercial terms and charges, as Bandwidth on Demand applies to all Etherflow Connected services.

### Coming soon

**B2B support** - a true end-to-end dynamic capability between BT and our resellers' systems.

**Etherflow Dynamic support** - enhancements to commercial pricing and contract terms, offering cost-effective flexibility.

## Big benefits

- **Cost-effectiveness.** Our prices are highly competitive and a single annual modification charge combined with 'pay as you go' billing results in a lower Total Cost of Ownership (TCO).
- **Service agility.** End users have previously been able to schedule bandwidth changes for forthcoming peak periods ahead of time. With Bandwidth on Demand, they can now also make daily changes (if needed) in response to any unexpected issues that arise (such as a sudden demand for extra bandwidth).
- **Speed and responsiveness.** Bandwidth on Demand provides market-leading times of under ten minutes for making bandwidth changes. This enables you to be more agile and responsive to your customers' changing connectivity needs in a market where your competitors charge more and take longer to perform these changes.
- **A differentiated solution.** Our service enables you to provide a value-added Ethernet offering with market-leading flexibility and commercials. This will protect your Ethernet customer base whilst also giving you inroads into the on-demand world of networking.

## BT Wholesale means total confidence

As a world leader in communications, we guarantee high quality and competitive services. We've invested heavily in developing products and technologies that will meet the needs of the business of the future.

Take the latest communications to market rapidly and without risk. Take your business into the future with a trusted supplier.

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Find out more at: [btwholesale.com/bandwidth-on-demand](http://btwholesale.com/bandwidth-on-demand)

## Offices worldwide

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