

CUSTOMER STORIES

BT wholesale

# THE GATEWAY TO HIGH-QUALITY IP SERVICES



**“IP Exchange is a great product but this is about relationships as well. We’ve got engagement with BT Wholesale at the most senior levels and we’re excited about that.”**

**Suzannah Doyle,**  
Digital Director, Coms Wholesale



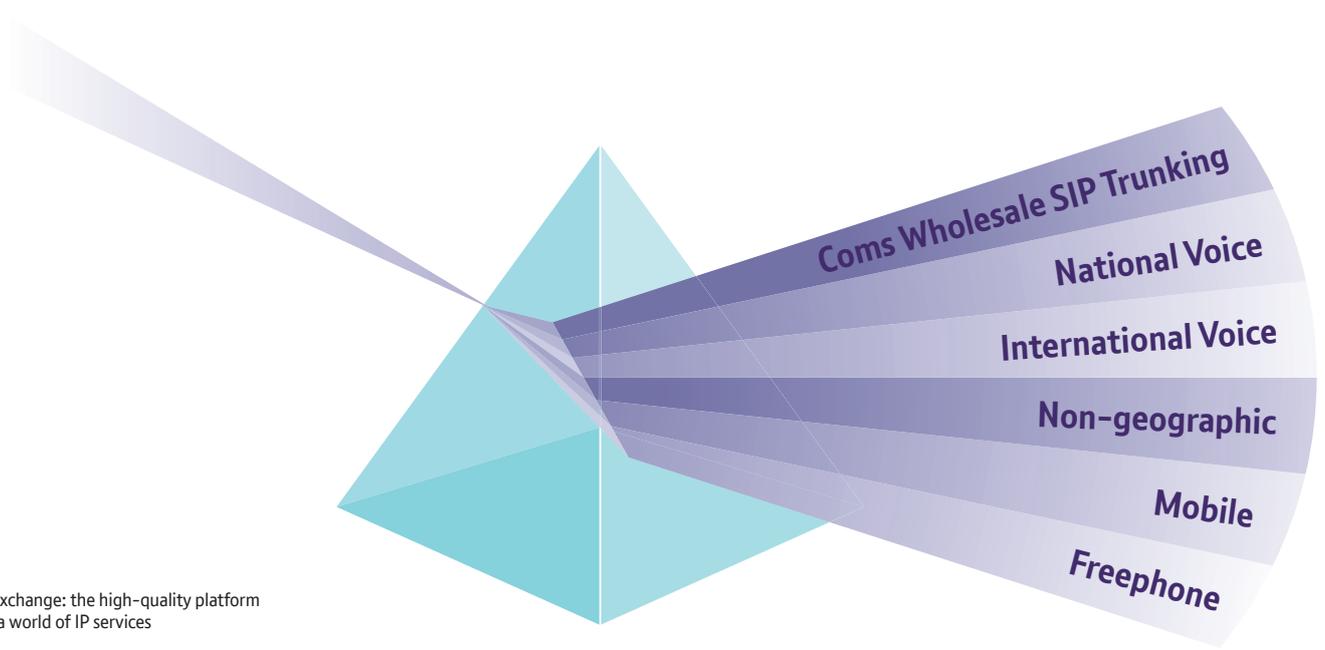
**Telecoms and IT service provider Coms Wholesale is introducing its reseller customers to the world of IP-based services. Coms Wholesale is relying on IP Exchange from BT Wholesale to make the migration to IP easy.**

Coms Wholesale is a communications and IT services provider, serving businesses within the UK and Europe. The company has grown strongly over the last two years, particularly in the B2B reseller market. Here, Coms Wholesale is building a name for itself as the reseller’s champion. Suzannah Doyle, Digital Director, Coms Wholesale explains: “We’re trying to do things a bit differently. We want to make it easier and less complex for smaller resellers – SME and SOHOs - to sell services and migrate to profitable new services.”

As part of its commitment to resellers, Coms Wholesale has created a dedicated team of migration experts who help new customers get up and running. The provider also works with its customers to identify new ways they can grow their business. “We’ve got a lot of experience in the Channel,” explains Suzannah Doyle. “That means we can spot opportunities and help resellers think about what they could be selling.”

### **The natural way to IP-based services**

One clear area of opportunity is IP-based services, where rich voice and multimedia services are transforming possibilities for resellers. Coms Wholesale needed an IP interconnect service that would make it easy for its customers to migrate into the world of IP. For Suzannah Doyle, BT Wholesale IP Exchange was the obvious choice: “I didn’t have to think about it because I had worked with IP Exchange in the past. IP Exchange is the natural gateway into the world of IP-services.”



IP Exchange: the high-quality platform  
for a world of IP services

## BT Wholesale IP Exchange

Suzannah Doyle knew IP Exchange would provide the flexibility she needed, allowing Coms Wholesale to route all kinds of calls in and out of its networks. IP Exchange would let resellers take advantage of IP voice and integrate multimedia services. But ultimately the decision hinged on quality and resilience. “I’ve got full confidence in IP Exchange – that’s why I moved Coms Wholesale on to it. It’s great for disaster recovery and provides us so much flexibility, which we are not able to get with traditional platforms.”

The fact that IP Exchange lets Coms Wholesale piggyback on BT’s core IP network reinforced the decision. “You can’t do better than the BT IP network for reliability and reach,” says Suzannah Doyle.

### High-quality IP-based services

In the sixteen months since deployment, Coms Wholesale has taken advantage of IP Exchange’s broad set of capabilities to build up its portfolio of IP-based services. In summary, IP Exchange provides the platform for everything related to IP offers.

Coms Wholesale has moved all its number ranges over to IP Exchange. Today, IP Exchange powers the provider’s key outbound and inbound hosted IP voice services including its wholesale IDD (International Direct Dial) product, UK geographic calls and premium inbound. Coms Wholesale operates a revenue-share model with its customers in the busy premium calls market space.

IP Exchange handles least-cost call routing for Coms Wholesale, moving traffic from Coms Wholesale’s own network and on to BT. Suzannah Doyle says: “Other carriers may offer better rates but only IP Exchange gives us the quality. We’re a business to business service provider and quality is the number one issue for our customers.”

Quality and reliability are key selling points for the Coms Wholesale SIP Trunking Service and the provider relies on IP Exchange to deliver. “SIP Trunking is an extremely important product for us. We need it to be excellent and we count on IP Exchange to deliver the quality that our customers expect.”

### A future in the clouds

Up to now, Coms Wholesale has used IP Exchange to offer its resellers more quality and flexibility around voice services. The next stage in the IP Exchange story will see Coms Wholesale encouraging resellers to replace life-expired PBXs with cloud-based alternatives.

Suzannah Doyle believes customers stand to benefit from virtualized solutions like Avaya Cloud Solutions, which sit in the core of IP Exchange. “This is a great solution for customers in terms of value for money. Our resellers can get rich functionality without a tin on site. With IP Exchange we can make the migration to a cloud-based service really smooth.”

As well as strengthening its IP voice and data offers to resellers, Suzannah Doyle believes IP Exchange helps Coms Wholesale to market its non-telecoms services. She points to Redstone, a smart infrastructure company acquired by Coms Wholesale’s parent company in 2013. “Redstone deliver mission-critical projects to banks and financial services companies. They’re looking for the fail-safe best quality solution and having IP Exchange and BT on board gives those customers confidence.”

**“Other carriers may offer better rates but only IP Exchange gives us the quality we are after. We’re a business to business service provider and quality is the number one issue for our customers.”**

**Suzannah Doyle,**  
Digital Director, Coms Wholesale

## “With IP Exchange we can make the migration to a cloud-based service smooth”

**Suzannah Doyle,**  
Digital Director, Coms Wholesale

### Working with BT Wholesale

IP Exchange gives Coms Wholesale a resilient platform to grow its reseller business into IP-based services. But for Suzannah Doyle, the product itself is only part of the success story. “Yes, IP Exchange is a great product but this is about relationships as well. We’ve got engagement with BT Wholesale at the most senior levels and we’re excited about that. ”

Since they set about deploying IP Exchange, Suzannah Doyle has worked hand in hand with Sean McMahon, her account manager at BT Wholesale. “We’ve worked on this a long time and BT Wholesale

knows what we need. If I need extra channels or ports for an exchange I would just call Sean and he would make it happen for me. I wouldn’t get that from another carrier.”

As Sean McMahon explains: “Our job is helping our customers to help their customer. We work with them to find new opportunities and make them happen. With IP Exchange and Coms Wholesale, we’re doing that in the exciting IP domain.”

**“Our job is helping our customers to help their customer. We work with them to find new opportunities and make them happen. With IP Exchange and Coms Wholesale, we’re doing that in the exciting IP domain.”**

**Sean McMahon,**  
Senior Account Manager, BT Wholesale

## Solution overview

**Coms Wholesale relies on IP Exchange to create IP-based services for its reseller customers.**

- **IP Exchange:** fully interconnected, interoperable and scalable, our service allows you to route national, international, non-geographic, mobile and freephone calls that originate as IP calls from a broadband connection in and out of your networks.
- **Ultimate security and privacy:** our high security private network allows full flexibility so that even though it’s completely secure, you can manage your customer gateway and access your services easily.
- **Complete simplicity:** avoid the complexities and costs of self-managed protocol conversion and interconnection. Get seamless, interconnected, interoperability.



The information in this publication was correct at time of production. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

British Telecommunications plc 2015.  
Registered Office: 81 Newgate Street, London,  
England EC1A 7AJ.  
Produced by BT Wholesale.

Email [clientreception@bt.com](mailto:clientreception@bt.com) or call

**0800 671 045**

[www.btwholesale.com/marketing](http://www.btwholesale.com/marketing)