



## Wholesale Hosted Communications

### One proposition. Two UC solutions.

With ISDN on its way out, SIP Trunking is the ideal replacement. And Hosted Centrex replaces a traditional PBX. But what does that mean for you? It means that in today's growing hosted market, you can offer your customers one proposition that encompasses two UC solutions, meeting their needs head on.

Wholesale Hosted Communications (WHC) is more than just a voice telephony service. It allows you to offer customers Hosted Centrex, SIP Trunking or even create a Mixed Estate of both that work in harmony to create a true UC proposition. You can resell this under your own brand directly to your customers, giving them the best of BT Wholesale's cloud technologies.

#### The ideal combination

Hosted Centrex – our IP based telephony solution removes the need for a physical PBX and enables IP cloud communication.

SIP Trunking – the perfect ISDN replacement, allowing you to take your customers on a journey from legacy to next-generation communications with ease.

With WHC you can replace older, dying technology with a flexible, UC solution that you can tailor to meet the needs of businesses of any size.

#### The detail

- WHC is a white label communications service built on BT's highly resilient and secure next-generation network, ensuring the service is always available
- The complete proposition includes Centrex and SIP Trunking lines, call numbers, phones and connectivity
- Utilises Broadsoft's market-leading Broadworks UC platform
- Flexible service that can be tailored to your customer's needs
- Instant Messaging (IM) and web collaboration available for your customers with our Skype for Business plug-in, which is free with UC Office
- A number of business continuity options available
- Excellent commercials with a choice of charging plans available: PAYG or Pay Monthly that includes a call minutes allowance.

## The Hosted market and you

The Hosted Voice market is worth £570 million and is projected to grow to £1bn by 2021. And SIP Trunking, currently estimated at £695 million, looks to grow to £867 million by 2021. With the Hosted UC opportunity growing, it's important that you take advantage now so you can start reaping the rewards rather than falling behind in the market and losing out against competitors.

As well as being a fast, low-risk entry into the UC market, our WHC solution can see you benefit from major cost savings, enhanced reliability and plenty of new opportunities. You'll be able to offer your customers cheaper calls and built-in business continuity, helping them to improve efficiency and productivity.

## Did You Know?

Opportunities abound. The hosted market is worth a staggering £1.2bn and it's continuing to grow. Fast. Which means there's never been a better time to enter the UC market

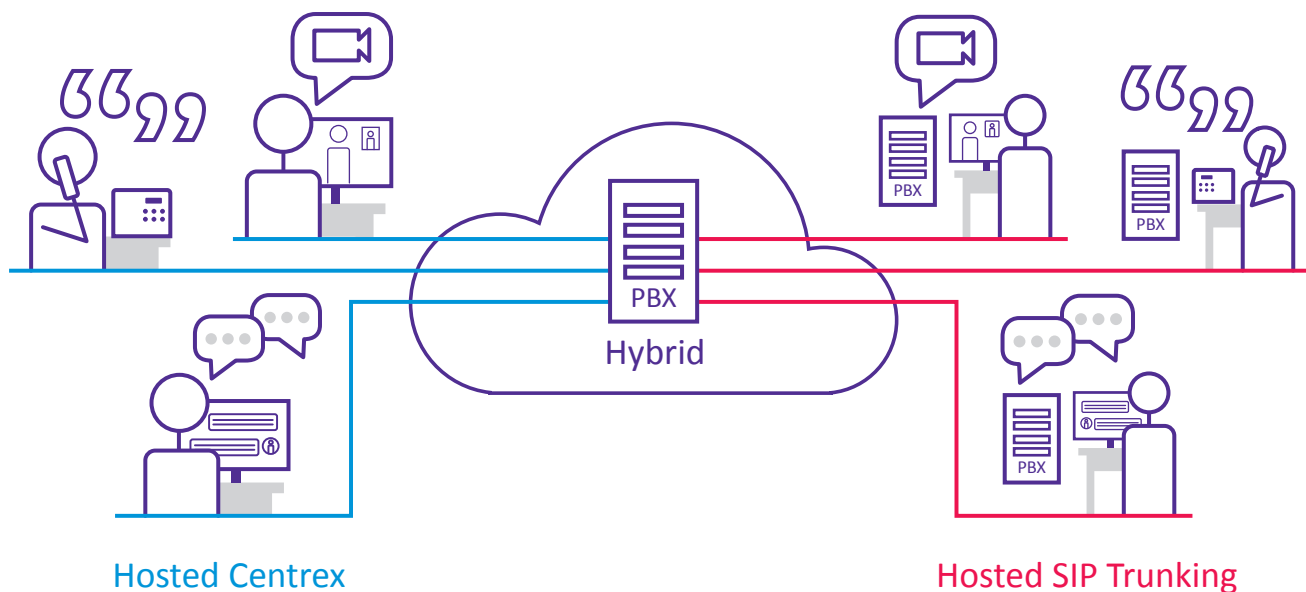
Easier to order. A single combined online system for you to order all components of the service

The shift to UC is now. With more and more businesses no longer relying on traditional PBX estates and ISDN declining, there's a huge uptake of UC solutions. And wouldn't you know, we've got a solution perfect for you

One number. WHC provides users with a single telephone number and service, used for making and taking calls, voice messages, IM messages, control and redirect, and many more features.

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## A cloud technology



Many businesses still rely on an onsite PBX which provides employees with their communications service. Multiple sites require a PBX on each site and different PBXs may be at different firmware levels, manufacturers or have different communication methods. With WHC, we use the cloud. That means the PBX can be removed from the site but still maintain its functionality to all users, over one centrally provided PBX. Users will benefit from new cloud features such as voicemail, analytics, voice recording and much more. Alternatively, where your customer wishes to retain their PBX at a site, SIP Trunking can be used to create a hybrid solution and still provide a common user experience.

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## Management and ordering made simple

With our Business Zone portal, ordering WHC is easy. You can order all components in a logical and sequential fashion through our guided, stepped screens, which make it easy for you to understand what you need from our solution.

Once you're up and running, we'll provide you and your users a feature management portal to control the individual features. This web-based portal will be fully branded with your identity and is optimised for a variety of devices.

## Fraud Management System

As standard we provide our advanced Fraud Management System for free – it's a sophisticated network-based fraud management tool that offers you and your customers peace of mind against call fraud.

Using pattern-based analysis and run through our secure next-generation network, our system looks for fraudulent activity in real time. Our fraud experts are on hand to look out for anything suspicious so you can stop fraud before it attacks.

## Big Benefits

- Easy-to-use portals. Business Zone makes it easy to order both Hosted Centrex and SIP Trunking services using a single online system. Our web-based management portal also gives you and your customers greater control over features
- Variety of line packs. There are a number of line packs available, depending on the type of user and technology chosen (Centrex or SIPT)
- Reduced call pricing. With calls built in as standard and PAYG and Pay Monthly options available, calls are considerably cheaper
- Managed numbers. We provide you with new geographic telephone numbers from our own Ofcom ranges
- Voice features. Benefit from a long list of telephony enhancements, such as Video Calling, Instant Messaging, Audio Conferencing, Voice Recording, and Call Analytics.

### BT Wholesale means total confidence

As one of the world's leading communications companies, we supply many FTSE 100 companies and SMEs with the latest in next-generation communications. We have market leading commercial offers and the most complete Hosted Communications portfolio in the UK. As well as investing millions of pounds in our technology, we're at the forefront of the hosted market, helping customers combat their competition. So whatever the size and shape of our customers, we offer the right route to market, the tools, the people, and the know-how – 24 hours a day, seven days a week.

**The UC market is waiting for you. We make it possible.**

# BT wholesale

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PHME 80745

Issue: 1\_0617