

BT wholesale

BT WHOLESAL ETHERNET A QUESTION OF BALANCE



NEXT GENERATION ETHERNET CONNECTIVITY

For business of all sizes, Ethernet is now seen as the obvious choice for voice traffic, IP and converged networks. With recent developments in access, it is now within reach of over 90% of the UK business population.

In Western Europe the market is set to reach €4.3Bn by 2011* and experts predict that, in the UK, SME spend alone will increase from £232m to an estimated £546m in 2013**.

The popularity of Ethernet is no surprise. It delivers a faster, cheaper and more efficient wide area networking (WAN) protocol for growing businesses. In addition, it helps to improve local area network (LAN) connectivity, from which it has developed. A proven technology, it's a service you can sell with confidence, based on a fast, reliable and cost effective network infrastructure

KEY CUSTOMER BENEFITS

- **Cost savings.** The price of Ethernet is not distance dependent, apart from local access charges, and requires less investment in network adaptation equipment than some legacy WAN options.
- **Business efficiencies.** All applications – voice, data and IP – can be run over one platform with only one network to support.
- **Speed and power.** Ethernet meets the need for ever higher speeds as bandwidth-hungry applications multiply.
- **Scalability.** Ethernet can expand as easily as a customer's business does, and it not only provides point-to-point, but also offers point-to-multipoint and fully meshed connectivity.
- **Reliability and resilience.** Less investment is required in support and back-up resources.
- **Better service quality,** including higher and more flexible bandwidth for real time and business-critical applications.

BT Wholesale Ethernet is a 21CN product. It has the largest UK network reach, the largest choice of bandwidth options, improved service quality and more flexible bandwidth scalability. With sub-10Mbit/s copper access available, it is attractive to virtually all organisations, large and small.



A WHOLESALE-PRICED ETHERNET SOLUTION WITH THE EXTRA EFFICIENCIES OF 21CN

BT Wholesale Ethernet is a key part of our 21CN portfolio. Combining the cost and efficiency advantages of Ethernet with those of BT's next generation network, it is a competitively priced product that can be added to your portfolio quickly and easily.

OFFER MORE BANDWIDTH AND MEET MORE DEMAND

Businesses are in the market for more bandwidth in order to accommodate increasingly rich data and video applications. But they only want to buy what they need, when they need it.

BT Wholesale Ethernet comes in increasing speed increments with a gentle step change, so you can offer customers a 'right size' solution, avoiding the cost and waste of network over-extension. Circuit bandwidth speeds range from 1Mbit/s to 1Gbit/s, and there's a choice of access speeds, from 2Mbit/s (via copper) right up to a planned 10Gbit/s.

A 'Pay as you Grow' option is also available. You can install the capacity you will need for the future, but only pay for what your customers need now.

DELIVER HIGH QUALITY VOICE AND VIDEO TRAFFIC, AS WELL AS DATA

When synchronisation and real-time functionality are vital – for applications such as VoIP calls, videoconferencing and online collaboration tools – your customers need a connectivity solution with limited latency and reduced jitter. The answer is BT Wholesale Ethernet.

As a 21CN solution, it harnesses the capabilities of BT's MPLS platform as its delivery mechanism. You and your customers will benefit from the improvements in transmission quality over existing ATM-based services, such as ADSL. Broadband is good, but Ethernet is better.

EXTEND YOUR REACH AND YOUR MARKETS

With a national coverage of over 600 nodes, and with further access points planned for the future, ours is easily the biggest Ethernet network in the UK. That means you can be far closer to your customers and minimise your distance dependent access costs.

What's more, our network doesn't stop at the exchange. 'Ethernet First Mile' access over copper is ideal for smaller business with lower bandwidth needs. It brings Ethernet to the mass market. 60% of UK businesses already have an Ethernet First Mile enabled exchange available to them.

DELIVER FLEXIBLE CONNECTIVITY – EFFORTLESSLY AND WITH CONFIDENCE

Ethernet is set to be the industry standard connectivity solution for many years to come. Its versatility is its greatest strength, being as suitable for voice as it is for high end business critical applications. Whatever you need to deliver for your customer, BT Wholesale Ethernet can handle it. With a simple presentation at the customer site, you can reduce your operational costs and concentrate on the equipment, products and service that your customers demand.

PROVIDE A GREAT CUSTOMER EXPERIENCE, WITH SELF-SERVICE ONLINE ORDERING AND FAULT MANAGEMENT

The BT Wholesale Ethernet Portal can make your business more efficient. You can get quotes and place orders 24/7 and receive updates on your orders automatically through the portal or by email. Soon the portal will also offer fault reporting and monitoring, with the option of automatic updates on the progress of fault repairs, either through the portal or by phone, email or SMS.

BE SURE OF HIGH RELIABILITY WITH SERVICE LEVEL AGREEMENTS

We are confident in the performance and resilience of BT Wholesale Ethernet and we offer Service Level Agreements for both service and repair. So you can be sure of providing your customers with the service quality they expect.

THE RIGHT CHOICE TO MEET YOUR CUSTOMERS' NEEDS AND YOUR OWN AIMS

Is BT Wholesale Ethernet what you need to extend and balance your portfolio, improve your service to existing customers whilst being sure of attracting new ones?

IT IS IF YOU CAN ANSWER 'YES' TO THESE QUESTIONS:

Do you want to gain from, and offer, keener pricing?

BT Wholesale Ethernet is right for you because:

It addresses the wholesale market with a competitive price and attractive hub discounts. It is delivered on our 21CN network, which has a lower cost base and economies of scale and national coverage of up to 1,000 Ethernet nodes; so that access costs can be lower for you.

DO YOU WANT TO BE READY FOR TOMORROW RIGHT NOW?

BT Wholesale Ethernet is right for you because:

You can gain from BT's investment and the future technology that is inherent both in 21CN and in the converged solutions it carries. Wholesale Ethernet will evolve with your customers' needs and market expectations, delivering circuit bandwidths of up to 1Gbit/s and access speeds of up to 10Gbit/s.

DO YOU WANT TO GROW YOUR NETWORK AND YOUR CUSTOMER BASE?

BT Wholesale Ethernet is right for you because:

You can extend your existing network infrastructure into other areas of the UK to reach new customers without the need for your own major capital investment. You can expand and enhance your connectivity portfolio quickly and easily, again without significant build or development costs. You can enter the connectivity market for the first time by using this solution to deliver a more comprehensive and complete offering: data as well as voice and broadband.



IT'S ALL A QUESTION OF BALANCE

BT Wholesale Ethernet can help you balance your portfolio, delivering a stable core for whatever connectivity demands your customers may have. It can help you balance the old and the new, easing the transition from legacy services without significant costs. And it can help you balance the need for investment in capacity with the need to preserve capital.



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

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