



BT One Voice



BT One

We've enjoyed being with you through the days of the Plain Old Telephone System.

Over the years we've supported your phone lines, your private branch exchanges and your calls.

Now we're here to take you into the era of Internet Protocol or IP telephony.

Broadband technology is bringing new capabilities to our voice and data communications. It's cutting costs. And uniting systems.

One Voice

“From a customer’s perspective – if we look into the market today, these are quite thrilling times,” says Jan Riechers, head of BT One Voice Product Management. “If you look at what users are doing – say with the iPad – the whole theme of bringing your own device into a business environment is blurring the lines between residential and enterprise use of devices and of services.”

So IP telephony is the way to go. But how do you get there? How do you move from your traditional TDM PBXs that are so reliable, to this new system where everyone can plug in their mobiles, their laptops, and seemingly anything else they have to hand?

What you will always need is a network and at BT we can make sure you have the global connectivity your company needs.

Our experts can help you build a bridge between the old and new systems and let you get all the benefits of the new technology.

We can help you find the solution that’s best for your company. So you can have a mixture of TDM and IP PBXs, and you can converge them in your own time.

The most commonly used corporate telephone system is still the TDM PBX. Some companies might want to change over office by office, and with a phased approach you can employ the new technology alongside your traditional infrastructure, which avoids any disruption to your operations or quality of service. Or we can move you straight to a full VoIP (Voice over Internet Protocol) solution for data and voice communications. Via gateways which make the connections between the TDM world and the IP world.

We can also give you the systems to bring your communications together. You can use BT One Voice, alongside systems such as Microsoft Lync or Cisco. Whichever you choose, BT can give you the platform to make it work – even on a global scale.

So BT is still here to be the voice – and now data – network provider that you trust. Our networks can deal with all the different types of voice traffic – fixed line, IP telephony, mobile, Lync – and bring you cost savings and provide support.

And it can all be secured in a global Virtual Private Network, or VPN. We can provide you with the security that’s so vital for business communications. Thanks to our MPLS (Multiprotocol Label Switching) network you can be sure that emails, spreadsheets and presentations, as well as voice calls, won’t be floating around on the internet somewhere.

It’s everything you’ve come to expect from BT. You might say that while some things change, some stay the same. That’s why major companies are looking to us to steer a path for them through the vast and fast-moving world of modern communications.

Case studies

Major IT company

An IT outsourcing company with 30,000 professionals based in more than 25 countries wanted to get the benefits of IP telephony. Several of their sites still had old TDM PBXs. BT technicians developed a plan that provided a mix of MPLS and TDM networks. The customer has slowly migrated to IP telephony and now around 95 per cent of their traffic is on IP. They have made major cost savings and found an extra benefit from savings on conference calls - they make a lot of international conference calls and now they can join UK bridging points as part of their global voice VPN, to save money.

Leading Chemical company

The customer wanted us to set up an IP network covering 240 locations, 200 in Europe and 40 in the Middle East. They wanted 300 locations to be added at a later date. We came up with a bespoke solution that can deal with both on- and off-net calls. It brought major savings and built on our relationship developed over the years from providing domestic voice services.



So let's look at some of the benefits of Voice over IP.

Cutting costs

Let's start with those expensive mobile phone calls. It's called **BT One Voice mobile access** - we've used it ourselves at BT Global Services - and it tackles the problem we all know so well; that it's very expensive to make an international call from your mobile phone.

"Companies often tell their people not to use their mobile phones unless they have to," says Andy Gamble-Beresford of the BT One Voice Product Team. "They're actually told to use their fixed lines first. So people are provided with a mobile phone as an important day-to-day business tool especially when travelling; then they are asked not to use them. There has to be a better way."

We've come up with a BT One Voice mobile access application that you can download onto your mobile phone. Then, when you dial an international number from that mobile, the app calls the local BT point of presence (POP) in the country you are in. The call is then routed across the BT Global Voice Network to the local network in the destination country. So where you used to pay a premium for an international call from a mobile, you now pay a fee made up of the cost of connection to the nearest BT POP and much lower international transport cost over the BT network, and of hanging up the call in the destination country.

"We have very sophisticated networks in place and we are in a position to bring down costs on average by 25 per cent compared to current costs," says Don Wagemans of the Market Unit Engagement Team. "One Voice reaches 60 main countries and so far 30 countries have One Voice mobile access."

Simplifying

Then there's **BT One Voice anywhere**, which cuts costs by routing as much of a call as possible over the company's existing IP telephone network or Virtual Private Network. Workers can take business calls anywhere in the world - on their mobile or laptop - with most of the call pushed onto the cloud-based BT One Voice network.

A spin-off benefit is that you only need to give anyone one number - your work number. The call will then be directed to you whether to your mobile, your work desk or your home phone. It makes for a simpler business card and it means you won't miss an important call.

The same service can re-direct all your existing voice mailboxes such as work and mobile phone to a single mailbox and you can choose to have your messages emailed to you as a sound file, or to have them as text messages, which you can read.

And, to take BT One Voice anywhere all the way to your Smartphone, we have a downloadable SIP client, or application called One Voice anywhere. It's just like a phone, except your calls are made over WIFI.

So let's look at some of the benefits of Voice over IP.

Conferencing

There are also **One Voice conferencing** services – there's no need to book, you just dial in to a local or toll-free number, tap in a participant code, and speak. All of this is part of your voice VPN service – so why pay high global access charges?

Simplicity

"If you move to IP, you can have all your voice, data, your emails etc on one network," says Liz Edwards, Senior Marketing Manager, BT Global Services. "That takes away the complexity of managing multiple contracts, multiple infrastructures, and we treat voice as just another piece of data. That has implications on your time, as you don't have to manage all those different contracts as well as costs."

Award winning

At BT Global Services we are working to pull things together, to offer a platform that works best for today and can cope with whatever may come tomorrow.

BT One Voice is an award-winning service and has already claimed the titles of Best Technology Foresight at the 2010 World Communication Awards, and the Best Converged Voice/Data Product or Service in the International Engineering Consortium Convergence World Awards.

We can help you on your journey to IP telephony. We can help you establish your strategy and your vision for your communications of the future. And we can be your partner, giving you advice and sharing our expertise of the services available.

The world is changing. Already there are seven billion voices wanting to be heard. That's why we believe you need one voice that you can always trust – BT One Voice.

Debunking three common myths

1. We don't need One Voice because we have Microsoft Lync.

One Voice is providing a platform or glue – tying capabilities together. With One Voice you are creating a platform that can integrate services such as Microsoft Lync or Cisco, creating just one global customer community across different technologies.

2. Technology is changing so fast and our system is fine, so why now?

Well here are three reasons:

- **Costs** – call costs are high when travelling internationally or calling an international number, especially from mobiles. With One Voice, you can afford to be innovative and cut costs.
- **Productivity** – improving communications in terms of speed and efficiency is a sure way to boost productivity.
- **Future** – lay the foundations for the future with a system that can handle the next generation of communications. Don't get left behind.

3. So that means we need to change everything right now.

No, take your time. You don't need to immediately upgrade. Customers can continue to use their existing voice systems until they are ready to move to the IP (Internet Protocol) based platform (basically the internet) – One Voice supports mixed technology voice systems.



Offices worldwide

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