BT

Supporting our channel partners to deliver digitalisation

How our services help SIs, IT services companies, telcos, and CPaaS providers offer the digital transformation their customers want.

What's happening in the market?

Organisations are now clear on the benefits of digitalisation. They understand how online service models are key to thriving in fast-moving markets, supporting hybrid working, delivering seamless experiences for customers and being ready to respond to whatever's next.

But wanting digitalisation and achieving it are two very different things. Introducing cloud-based networks and IP voice services brings complexity that organisations just don't have the in-house expertise or staffing to manage. And that's before the essentials of robust security, absolute regulatory compliance and tangible sustainability gains are added into the mix.

Your customers will need to redesign their networks to support their developing multi-cloud and global voice requirements and will want visibility and monitoring over their entire network infrastructure for efficient management and swift remediation. They may even look to automation and orchestration to streamline and reduce their workloads.

To achieve this, they'll need a knowledgeable and skilled partner – one who can come in at the very beginning of a project to act as navigator, provider and mentor. Managed service providers who can also embed security, compliance and sustainability tools into their offering will be in high demand.

There are ripe opportunities right now for SIs, IT services companies, telcos, and CPaaS providers to use this approach to expand existing contracts and win new business. Our channel partner services are designed to help you achieve these goals.
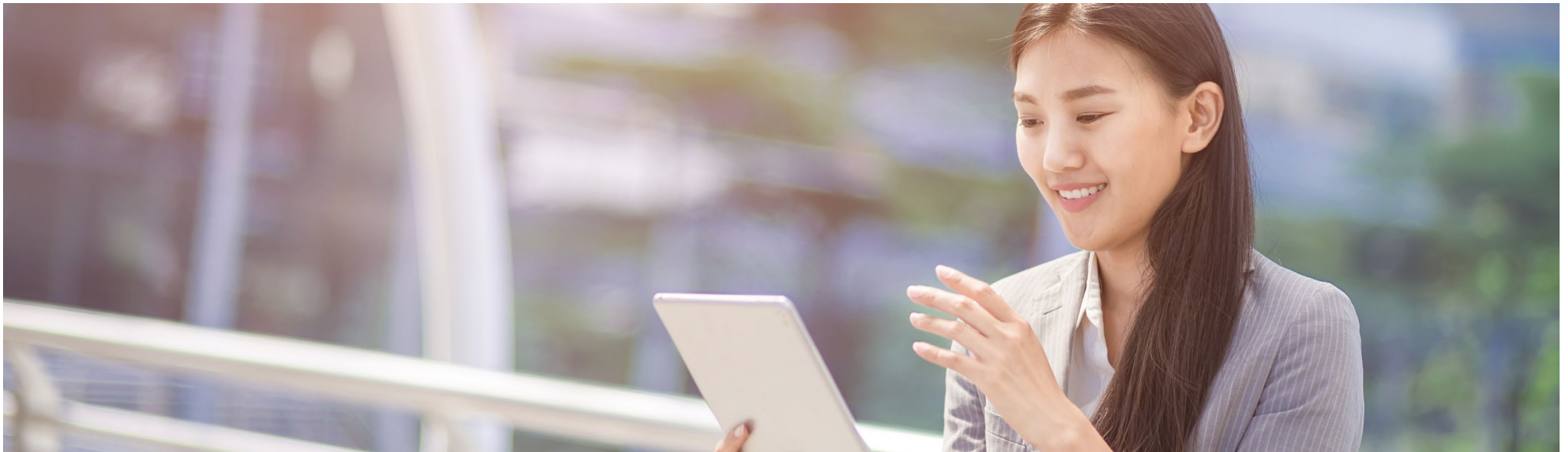
Supporting your customers' digital initiatives

Your customers understand the potential of digitalisation, and will be looking to make advances in these areas. However, they'll need your expert support to overcome the barriers that are holding them back.

Evolving a global voice service
Customers transitioning to an IP-based service quickly move out of their experience zone. They want a global service with guaranteed, consistent quality that they can roll out easily, but they commonly need guidance on configuration, establishing billing and reporting, setting up a service in a new territory that complies with all local regulations, and ongoing management.

Embracing hybrid cloud
Increasingly, customers want to distribute their workloads across multi-cloud environments, combining public and private clouds with their existing on-premises infrastructure to suit their business needs, budget, and requirement for new technologies. Achieving this while navigating complexity, managing costs, ensuring data control, and staying secure through migration and beyond requires significant expertise.

Building a future-ready network infrastructure
Organisations' network priorities today are speed, coverage, security, performance consistency and ease of access – and yet these are the areas customers struggle to achieve the most, particularly as they transition to multi-cloud networking. Effective and secure end-to-end networking that can support big data and new technologies is key, and customers are interested in solutions that can deliver this, along with visibility, monitoring and streamlined network management.

Navigating compliance and regulation
Customers who operate globally must understand and adhere to complex data protection and industry-specific regulations that change from region to region. An essential part of this is establishing comprehensive governance frameworks that cover data privacy, consent management, cross-border data transfers, and regulatory reporting. Many of your customers won't have this capability.

Realising quantifiable sustainability gains
Customers are well aware that their networks are big consumers of energy, leading to significant CO_2 emissions. However, they struggle to find reliable, credible tools to monitor and report the accurate real-time energy performance of their networks. They also lack the expertise to plan and make the modifications to their complex network architectures necessary to boost energy efficiency.

Providing robust cyber security
With an increasing reliance on digital technologies and the rise in cyber threats, protecting sensitive data and preventing unauthorised access are crucial considerations. However, bringing this to life through advanced threat detection and prevention systems, conducting regular security assessments and audits, educating employees about cyber security best practices, and establishing incident response plans takes knowledge and resources your customers may not have.

What this means for you

Your customers' operating landscape and the technologies they need are increasing in complexity, and this will change both their relationship with you and what they're looking to you to provide.

Reimagine what you offer as a partner

As your customers migrate to cloud-based services and infrastructures such as global voice and hybrid cloud, they step into the unknown without the expertise or personnel they need. They also may not see how the different strands of their IT and communications strategy intertwine, and the value that comes from bringing together cloud, WAN, LAN, WLAN and data centre into a single approach. There's scope for you to become their expert of choice, providing not only the services, but the inspiration, support and knowledge that can drive their plans forward.

Take the stress out of compliance and regulation

Customers are increasingly aware of the risks of non-compliance with local regulations but lack the resource or appetite to tackle the issue. By offering compliance and regulation expertise as part of your solution, you're adding significant value to your technology partnership that may prove to be a key point of differentiation.

Use visibility and security as crucial differentiators

An increasingly cloud-based infrastructure depends heavily on an underlying network that delivers high standards of reliable performance and application support. Visibility and security go hand-in-hand in protecting these capabilities, providing the insight and monitoring that allows the rapid identification of any issues that need management and robust cyber defence. Embedded security that secures traffic at entry, transit and exit is essential, and being able to wrap this into your solutions can set you apart from your competition.

Start conversations about sustainability

Your customers want concrete, proven support to increase the sustainability of their network infrastructure. They will appreciate you offering practical ways to measure the total impact of their IT products and services, before helping them to explore sustainable procurement decisions that will reduce their ongoing operational environmental footprint.

Recognise customers' global ambitions

Your customers are thinking internationally and demonstrating how you can underpin their ambitions is important. They're seeking a partner who can offer comprehensive help, from supporting domestic global infrastructure through to deploying global delivery centres. They want a provider who can securely connect delivery centres, customers sites and data centres in multiple geographies, as well as integrating voice and security solutions to deliver seamless experiences for your customers' employees and end-customers.

Providing the solutions your customers are asking for

We simplify complex IT infrastructure and enable our channel partners to deliver a seamless digital experience for their customers. Our global delivery model, technology partner ecosystem and deep technical knowledge make us a trusted choice.

We provide global expertise, established infrastructure, networks and systems across over 200 countries, with channel services that support industry requirements as diverse as mining and healthcare. We help to accelerate innovation and improve agility through co-creation and our scalable solutions – at the same time as incorporating viable ways to increase sustainability.

Your customers across all sectors want choice and a high-quality user experience.

That's why our solutions offer a range of options for secure technology, connectivity and delivery to support global voice services and hybrid cloud infrastructures. Our cloud native IT and pre-integrated and service-assured partners mean we can provide a great choice of cloud-based, software defined technologies.

What's more, all these technologies work seamlessly together and are offered 'over the top' of our networks. These capabilities make it easier to resell or integrate our offering with your solutions and help you to meet the wide-ranging requirements of your customers.

We also have strong partnerships, with some of the key global players including Cisco, Microsoft, VMware, Rackspace Technology, IBM, McAfee, and Zscaler, which mean we can provide access to better 'go-to-market' offers, programmes, discounts and support.

Global Voice
Our Global Voice Indirect solution offers reliable, high-performance, voice capability in 20 countries, guaranteed SLAs and uptime, reporting and analysis tools, plus the ability to order via an API or our indirect portal.

Network infrastructure
We provide infrastructure services for secure, intelligent, hybrid or cloud-centric networks that are perfectly predictable, global and always-on to support your customers' digital evolution.

Hybrid cloud
Our hybrid multi-cloud services combine Rackspace Technology's cloud management expertise, automation, analytics and AI tools with our world-leading network and security capabilities.

Security
We have 3,000+ dedicated, certified security experts working in multiple locations around the world who are qualified in every security discipline your customers may need.

Inbound contact global
Unify your contact centres and channels into one effective network using our cloud-based platform that handles over 10 billion call minutes a year.

Sustainability
Our Sustainability Network Refresh proposition works to maximise the sustainability potential of your customers' network infrastructures.

Compliance
We expertly build global compliance and regulatory requirements into our services.

The difference we provide our channel partners

Become a market leader

Integrated products and services

Great customer service

Accelerated time-to-market

Help your customers go global

Regulatory and tax compliance

Reduced total cost of ownership

Acquire new customers

Online ordering

Productive partnerships start here

Get in touch with your account manager or specialist and they'll introduce you to our indirect partner suite of solutions.

BT