

Apps from BT

Put the tools of the trade at everyone's fingertips

Apps from BT makes the deployment of business applications simple, fast, flexible and as risk-free as possible. You can choose from a growing catalogue of apps and deploy them at the click of a button for however long they're needed. Best of all, you can deploy your apps locally throughout the world and control them from a central dashboard.

The applications your company uses are the lifeblood of the business. But deploying applications takes up more time than it should.

IT professionals find themselves bogged down in an endless cycle of configuration, security, testing and local rollout. In a world that moves faster than ever, that's a pain, and not an effective or efficient use of anyone's time.

And while you use some apps on an ongoing basis at a fairly predictable scale, others may be for a specific task or part of a temporary project.

Getting the infrastructure in place and then deploying, testing and rolling out these applications can be a real bottleneck for business processes that actually need agility.

The key to IT efficiency is to create different app consumption models for different use-scenarios.

Benefits

- Increase your agility: deploy new apps, scale in minutes and withdraw them again just as quickly and easily
- Keep ad-hoc app deployments separate from your main IT landscape
- Choose from a growing library of business applications
- Align application costs to usage with autoscaling
- Reduce complexity through a globally consistent cloud-based service
- Ensure business proximity through local deployments
- Avoid silos and improve governance by managing apps centrally
- Keep control, reduce complexity, simplify processes and cut costs
- Improve productivity and empower people to quickly take advantage of the apps they need in an agile business
- Get SLA-assured availability and security of an end-to-end solution.



Choose from a growing catalogue of apps, deploy them locally throughout the world, and control them from a central dashboard.



From bottleneck to business enabler

As a cloud-based solution, Apps from BT helps you take control and work more effectively. It gives you a highly agile delivery system, which automates all the infrastructure requirements.

When a request for an app comes in, you can get it up and running at the press of a button and at a fraction of the time and cost of building the necessary infrastructure from scratch.

Deploying an app doesn't hinge on how many users it has or how long it will be needed. We've taken investment time and effort out of the equation with a simple click-to-deploy and pay-per-use model.

Apps are delivered consistently, from a choice of locations around the world. So you can control things centrally while deploying apps where your customers are and business operations demand.

How it works

Choose from a growing range of applications available

Our app store includes essential functions like collaboration, webservers and developer platforms and big data tools. We can even help you get a specifically needed app onto the system as well.

Get the apps you need, when and where you need them

Choose your delivery locations from more than 20 BT data centres around the world to ensure low latency usage or legislation requirements.

The underlying infrastructure is pre-optimised for your app and will be delivered automatically in your chosen locations – all in a matter of minutes.

And when your business needs to scale up or down, or change location, you can do this just as fast, paying only for what you use.

With enhanced governance

By making it quicker and easier to set up and scale apps, you avoid the temptation for different parts of the business to do their own thing – and the security risks this entails. And to avoid adding complexity, your Apps from BT service is deployed in a BT cloud environment logically separately from the rest of your BT Compute service.

And enterprise grade reliability

Apps from BT is delivered from secure BT data centres and under the legislation your international branches require – with 99.95% SLA-assured availability of the underpinning infrastructure.



Why BT?

At BT, we come to work to innovate, and we bring fresh thinking with us. We're helping businesses realise possibilities in the cloud – by lowering the barriers and making it easier to tap into. We're helping you master the art of connecting to create stunning business outcomes. We are trusted by thousands of enterprises around the world, combining our global strength in networks, IT and innovation with local presence, expertise and delivery.

IT to match your needs

We can deliver service at your location or from 45 BT data centres around the world. We can offer everything from secure telehousing to managed hosting services as well as public, private and hybrid cloud services, or any combination you need.

Global reach, local expertise

A global leader in managed networked IT services, we serve the needs of over 6,500 large corporate and public sector customers in more than 170 countries worldwide. Our team of 1,250 BT Advise Compute experts can help with everything from discovery and design to delivery of tailored solutions.

Choice and control

BT Cloud Compute infrastructure coverage means you're in control of where your applications and data are hosted at all times, helping you meet compliance and assurance requirements and delivering the performance your users demand.

Enterprise-class service

We'll help you make the transition to cloud, with local service desks and the service level assurances and commercial framework you'd expect, offering resilience and 24/7 SLA-assured availability at 99.95%.

Extensive industry experience

Our wide-ranging and award winning networked IT experience, combined with a rich ecosystem of partners, helps us serve a diverse range of industries, including government and health, retail and logistics, global banking and financial services.

Innovation recognition

BT has won 10 industry accolades for our innovation in Cloud Services in the last 4 years; ranked top in cloud computing for fourth year in a row by Experton Group in 2014; and recognised by Gartner as a leader in Cloud Enabled Managed Hosting*.

* Gartner, Magic Quadrant for Cloud-Enabled Managed Hosting, Europe (July 2014). Tiny Haynes, Gianluca Tramacere, Lydia Leong, Gregor Petri, Douglas Toombs, Bob Gill. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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www.btglobalservices.com



Offices worldwide

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