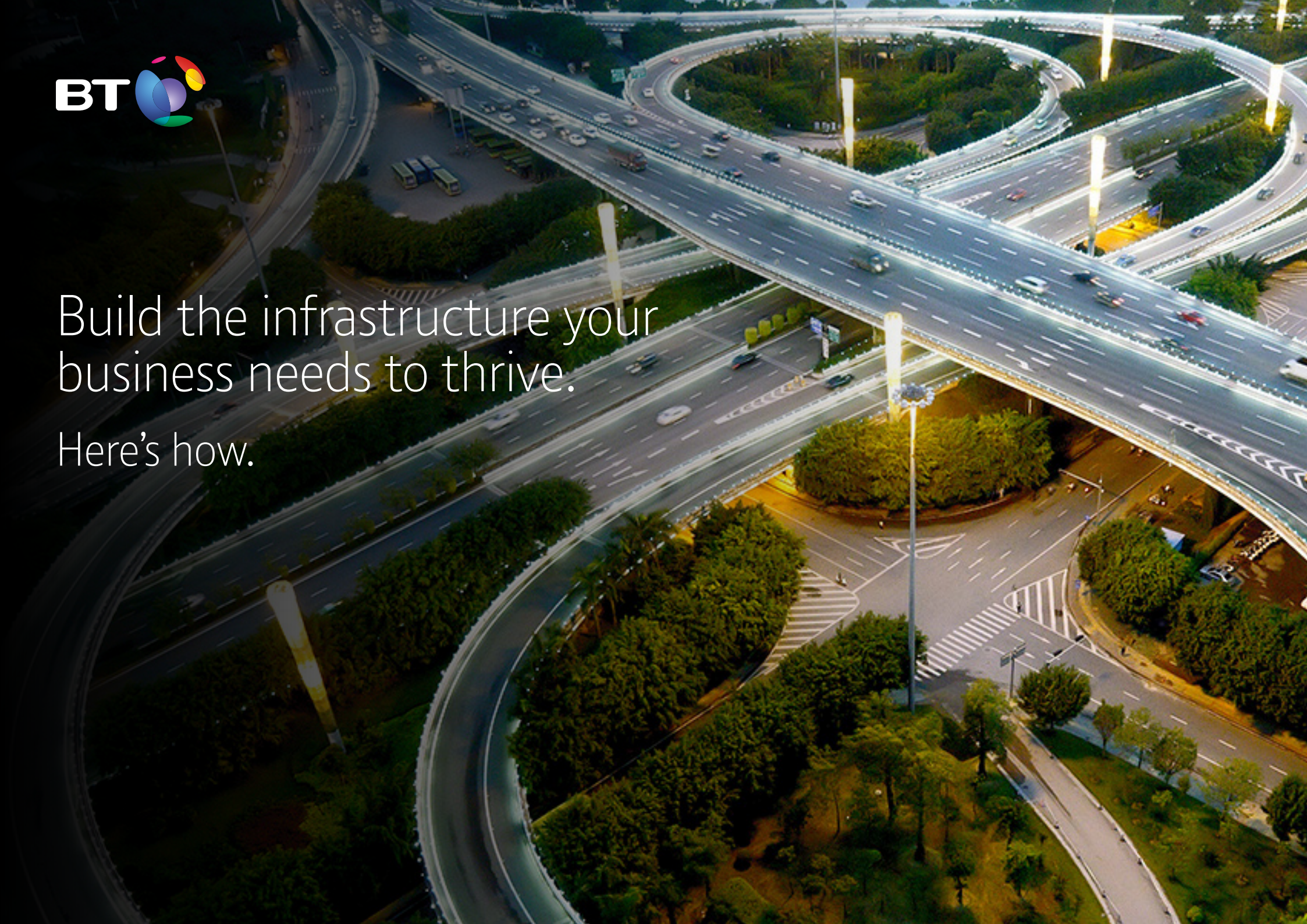**BT**

Build the infrastructure your business needs to thrive.

Here's how.

Business success depends on network evolution

You operate in a world that never stands still. There's a thirst for the next big thing in technology to deliver greater agility and drive an ever-better customer experience. The pressure is on to make the most of the cloud to deliver faster access to data and applications, while the complexity of your infrastructure spirals upward and security threats multiply before your eyes.

It's your job to create a network that can take all this in its stride.

Some companies think they can stick with a traditional network and still keep pace. Their response to increasing bandwidth requirements and an ever-growing portfolio of applications is to carry on doing what they've always done. As a result, their infrastructure stagnates, unable to flex to the demands of the future, and they fall behind their competition.

It's not about whether you should evolve your network, but how.

“ 65% report their current infrastructure is struggling to support the rapid adoption of digital technologies.[1] ”

Embrace change with confidence

Many businesses are already making the leap to adopting new technology. But with legions of suppliers out there all over-promising the benefits of SD-WAN and NFV, there's no shortage of encouragement to buy the vision without fully considering the consequences.

But you need to weigh up when to make the move carefully. Too soon, and you could be stuck with technology not yet ready for the reality of your business requirements, or end up down a technology dead end. Wait too long, and you'll be left behind as your competition pulls ahead. Your business needs to be ready to handle the disruption of the change, too.

Your future infrastructure will be complex. By bringing together your approach to your overlay and underlay, you can reduce the chance of service failures and security issues. If you don't, you risk complex relationships with a range of suppliers, ongoing difficulties in working out who's responsible for any issues and hidden costs that can ruin your budget.

How do you decide when's the right time to move your network forward? How do you transform complicated network operations into a secure agile platform? And how do you manage the complexity of your current environment while still evolving in line with the latest network technology options?

Create a network that evolves with your business

What if you could:
- identify the ideal way and time to adopt new network technologies?
- transform your network at a global scale, knowing you've got the right support in place?
- dynamically evolve your network to stay ahead of market and user demands?

If you work with us, you can.
You'll have a roadmap that's perfectly aligned with your business needs. You'll have extensive technical and industry expertise at your fingertips to identify when to advance your network and what changes to make. And, with the backing of our successful, real-world experience and testing, you'll be able to cut through the hype to make the best choices of technology and partners.

We'll give you a single, secure, agile and global platform where you can implement systems that are designed and built to work together. You can add capabilities seamlessly and easily, as soon as you need them, because you'll know your infrastructure inside and out. And you can focus on your core activities, leaving your platform infrastructure management to us.

By partnering with us, you'll take a dynamic approach to evolving your connectivity and, confidently embracing the latest technology options and benefiting from a network that's self-healing and centrally managed. We'll spot and resolve any issues well before they become a problem, keeping your network safe and operating at peak performance with tried and tested solutions. And you'll be able to access all of this anywhere in the world.

Here's how…
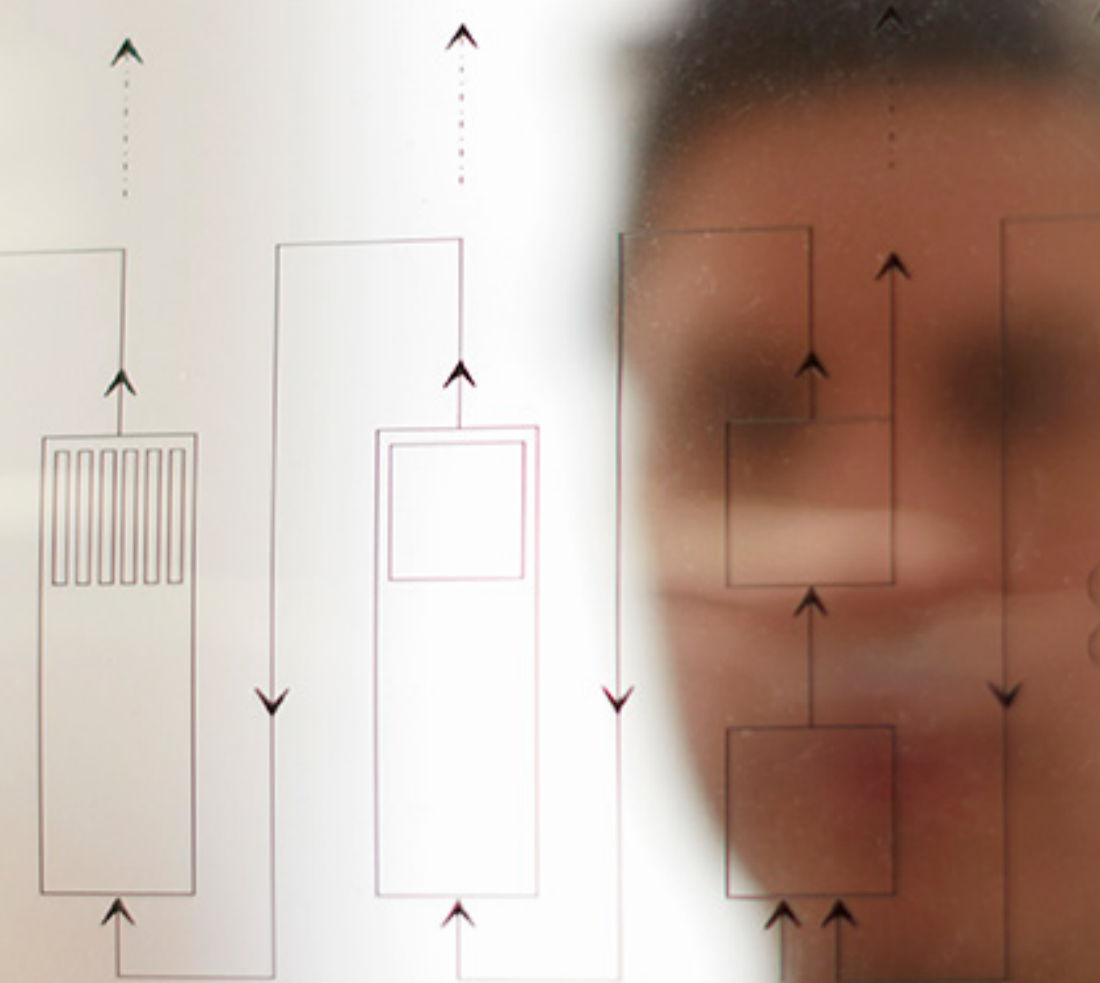
1

Challenge: Know what technology to adopt, and when, to best support your business outcomes

Your network will never be 'finished'. Business requirements change, users need more bandwidth for ever more complex apps, new network technology creates new options, and the security picture's always in flux. Not forgetting the continual pressure to drive down costs. There'll always be a pressing reason to evolve.

But it's so easy to get it wrong.

The technology is developing so fast, it's hard to know when to make the leap. Jump too soon, and you become an expensive experimental testbed that others learn from. Or you end up choosing products that become technological dead ends.

The hype can be seductive, too, leading you to invest in capabilities that you don't need right now, or could achieve in a much simpler way. But leave the move too late, and you're continuing to invest in a network that's becoming obsolete.

Your business needs a network that matches your plans, one that works hard and delivers value for money. To make this a reality, you need clarity around exactly what to introduce and when.

" Enterprises need to pin down the problem they want SD-WAN to solve.[2] "

Solution: Insight to align technology with business needs

We can help identify the right time to advance your network and the changes you need to make to support your business now, and into the future.

Together, we'll create a comprehensive roadmap that's both insightful and ambitious. It'll clearly separate out the hype from the reality to match each business need with the right technology.

And it comes with peace of mind, too. We can guarantee you won't be a testbed: everything we do for you has been verified through successful real-world implementations and rigorous testing by us.

Skills and insights

Knowing how to move your network forward is challenging. Working with us gives you a huge advantage because we understand the intricacies of networks and know how your network needs to evolve to support the trajectory of your business and industry and keep up with peers.

Diagnostic tools

As a first step, we develop a clear picture of what's on your network, what elements are using bandwidth and where you have app issues. Combined with the knowledge and experience of our experts, this information allows you to create a strategic roadmap that prioritises your network enhancements.

Partner ecosystem

We've got years of proven experience in creating and delivering successful solutions with a broad range of technology partners that ensures we can meet all your requirements. We're continually innovating with our partners to develop, test and release advances to you quickly, making sure longevity is baked in to every solution you choose.

2

Challenge: Managing the complexities of transforming global networks

Network change is a complex business. Small-scale trials can make it look deceptively simple, but the reality is you're amending hundreds of interconnected sites spanning multiple geographies.

What's more, each of those sites is running a broad range of complex applications with different requirements, with varying service levels and expectations. And the more functions your network absorbs, the more scope for things to go wrong.

Before you know it, you're fighting to manage multiple technologies and vendors divided between your overlay and underlay, with technology siloes racking up your hidden costs.

But it doesn't end there.

Network transformation stretches far beyond the network, closely linking with cloud, IT and security. Change one and it impacts on the others, making smooth collaboration between your teams essential. Plus, any change you make needs to happen while your existing systems run as normal.

As well as the right infrastructure, everything takes time and the right people — both of which are in short supply. But failing to meet your deadlines puts your business's reputation on the line. And if your network goes down the subsequent loss of service could mean your share price takes a hit.

" Global data flows, which have exploded tenfold over the past decade, are projected to triple by 2020.[3] "

Solution: Drive change in a realistic way to build a secure agile platform

We bring skilled practitioners and proven network plans to tackle your network complexity.

Working with us, you'll be able to step beyond knitting together individually-assembled components and worrying constantly about their fragile connections. Instead, you'll deploy robust systems with confidence knowing they're designed and built to work together.

You'll have a clear picture of your infrastructure, delivered through advanced analytics, making managing and evolving your network so much easier. And you'll be able to call on the expertise you need, thanks to teams who are dedicated to supporting new SD-WAN or NFV solutions for organisations like yours.

Modular and templated designs
We will transform your infrastructure with smart, skilled people using established plans. We'll put all the insight we've gained from numerous successful implementations at your disposal so that you can bypass common mistakes and avoid dead ends.

We'll use our labs to emulate your network so you can test new SD-WAN services as if they were on your network before they're deployed live. We'll improve your network faster, with less risk and fewer headaches.

Integrated infrastructure
By creating a transparent infrastructure using preassembled, core building blocks, such as network gateways and SD-WAN controllers, we'll reduce your handoff points and remove the need to buy and weave together individual elements. And, with fewer separate connections to manage, you'll improve your security posture while making it easier to connect to the cloud.

Global deployment
You want to be able to push the button on a global infrastructure change and know it will happen, rather than negotiating and managing separate providers on a location-by-location basis. We'll take on all that for you so you can scale your infrastructure with confidence. You'll know it's managed and protected effectively and that all your sites have the functionality, performance and service levels they need.

3

Challenge: Evolving your technology platforms ready for future needs while staying safe

Without the ability to predict the future, you need to build a network that can adapt quickly and easily to whatever comes, with a provider who can deliver change.

Your network needs the ability to take any new technologies, new devices and new operating models that you think can give you an advantage in its stride. It's vital that your provider can seamlessly weave every change into your policies and network management processes. And all this must happen without creating any new vulnerabilities or having an adverse impact on your IT and cloud initiatives.

It's a tall order.

How can you build a global network with end-to-end visibility, that can do everything you ask of it, stay secure and be ready for whatever the future holds?

" 65% of enterprises say that consequences of a cyber attack or breach from insecure digital transformation resulted in disruption or damages to critical infrastructure.[4] "

Solution: Dynamically evolve your connectivity and security through continual iterations

We can help you manage your complex environment so that you can see a clear path to evolving your network with the latest technology options at the right times for your business. We'll continually evolve your network with the latest sophisticated solutions for creating and upgrading a virtualised self-healing network that's centrally and automatically managed.

Throughout this ongoing change, you'll be able to rely on our leading-edge expertise and services to keep your network safe and operating at peak performance globally.

With robust security in place, you're free to embrace the latest opportunities to move your network forward.

Control and orchestration

Our Service and Network Automation Platform (SNAP) is a new tool for building and managing networks in this new world. All your network elements will talk to each other, with control and orchestration reaching out from the network into the data centre and eventually into the LAN. We will give you greater insight into your solution, sharing information with you through the API gateways built into the platform.

And as more of your services become virtualised we will use our platform to deliver those virtualised services, enabling you to combine the leading industry virtualised network functions and bring your own virtualised network functions. By combining the two the move to virtualised services will be easier and the business case is realised much quicker.

Managed security services

We'll use the experience gained from monitoring our own network, as well as those of governments and other countries, to keep your security ready to meet whatever emerges from the ever-changing threat landscape. We'll share our latest intelligence with you and protect you as you evolve your network, keeping you ahead of the game.

Continual investment

Our network and services are growing all the time, ready to support you in evolving your infrastructure. We are constantly updating our SD-WAN and NFV capability to offer you the latest features and capabilities. We are investing in our infrastructure to improve our coverage and pricing to match your needs. And we offer a complete range of services, which are enabling us to bring down the boundaries between the traditional towers of LAN, WAN, data centre, cloud and security.

Our research teams are leading the way in integrating machine learning and AI into our solutions to create the network services of the future. We will work with you to shape these services to create solutions which meet your specific challenges and bring them to you when you need them, securely and reliably, just like we do today.

Let us take on your network complexity so you can make the right infrastructure choices

We help clients in more than 180 countries manage and evolve their infrastructures to meet changing business needs. We're a leader in network services and our core network underpins some of the world's largest companies.

BT has been recognised as a Leader for the 15th consecutive year in Gartner's Magic Quadrant for Network Services, Global.[5]

We want to make managing and planning your infrastructure simple and effective. We seek out the right partners, develop and test the technology, and embed world-class security solutions so you have the clarity to decide where you want to take your network next.

To learn more, go to www.bt.com/dyns

[1] The Digital CIO, BT, March 2016
[2] 2019 Trends to Watch: Network Services, Ovum
[3] BCG Henderson Institute, Globalisation is supposed to be in retreat, April 2017
[4] Ponemon Institute, Bridging the Digital Transformation Divide: Leaders Must Balance Risk & Growth, March 2018
[5] Gartner, Magic Quadrant for Global Network Service, Global. Neil Rickard, Bjarne Munch, Danellie Young, 25 February 2019

Success stories

" BT has been our global supplier for WAN and internet access services since 2008. The contract between us was extended due to outstanding BT performance and flexibility, our satisfaction, and the terms and conditions offered. **"**

Guenther Ernst,
Chief Information Officer, Unify

" As a global player we needed a partner that knows our business and could offer services wherever we operate. BT is a true international service provider and could provide everything we needed. **"**

Dr. Wolfgang Standhaft,
Group CIO, HeidelbergCement

" We are creating a resilient and agile technology environment to support our cloud applications and services. We chose BT because of its deep expertise in networking, understanding of our unique operational environment and its ability to seamlessly integrate security services with our own team to create a true partnership model. **"**

Rowan Start, head of IT, IXOM

" The lifeblood of our organisation is information. BT service is critical because without the network the data stops flowing, and our products don't reach the shelves. **"**

**Damian Zannelli,
IT Director, Europe, Unilever**

" The BT outsource solution has allowed FIAT Group companies to focus on core business and deliver efficiency gains and productivity improvement without needing to worry about the IT environment. **"**

Gilberto Ceresa, CIO, FIAT Group

" BT's global strengths, portfolio strategy and local expertise make it an ideal provider to support our international growth and empower our employees in their day-to-day work. **"**

Onno Krap, CFO, Exact

BT

Offices worldwide