

BT wholesale

A to Z Reflection of 2016

A look back

A-Z





A

API

What better way to begin an A to Z guide than by mentioning our other A-Z guides? Popular with many, these are useful for finding everything and anything about a topic. We've done a quick guide to [BT Wholesale online](#) and a full guide to our [Ethernet Pricing Tool API](#).

A large, white, serif letter 'B' is centered on the left side of the image. The background is a dark blue gradient with various colorful bokeh effects (yellow, orange, red, green) and light trails (blue, yellow, white) that create a sense of motion and technology. The letter 'B' is set within a dark blue rounded square that is slightly offset from the background.

B

Broadband made easy

We've tidied up our Broadband page to make it much easier to find the right product for your customer's business.

We also held our first customer forum for FTTP so you could hear and learn about our latest plans and developments for our FTTP suite of products.



Contacting us is easy

We've made changes to the [Contact Us](#) section of our site. We've clearly defined our Broadband orders and faults sections as well as helpdesks, escalations, sales and billing. You can now easily send an email, give us a call or chat to us online.

A large, white, stylized letter 'D' is centered on the left side of the image. The background is a vibrant, futuristic cityscape at night, featuring a prominent skyscraper with a grid-like facade. The scene is overlaid with a complex network of glowing blue and purple lines, suggesting a data or communication network. The overall color palette is dominated by deep blues, purples, and bright whites from the light trails and the letter itself.

D

Day in the life

We speak to some of the key figures within BT Wholesale to get an insight into their roles and responsibilities. This helps you understand more about them, their daily activities and what they can do for you. Take a look at our [Insights](#) page to find them as well as other useful articles.



E

EE network

After acquiring EE, we now offer you the power of the UK's fastest mobile network. Working across our Machine to Machine portfolio, you can now explore new opportunities and add more services to your customers.



F

Fraud Management System

You need to do more than cap fraud, you need to kill it – which is why you can now limit the damage fraudsters do with our Wholesale SIP Trunking Fraud Management System. It monitors and looks for patterns so you have control to act and to stop it.



G

Get ready for the future

We're expecting big changes in the future, especially in how we work. Which is why we initiated a Future Ready campaign, so you know what to expect and how we can help you prepare for it.



H

Handbook

Should a handbook fit in your hand? Or should it be handy? We think both. Which is why our interactive document, 'making it easier to do business with us' tells you everything you need to know about our products and services. And it also fits in your hand (if you're looking at it on your phone!).



Improvements for FTTC

We have improved the diagnostic capability for FTTC services, resulting in improved accuracy of end user domain diagnostics, reducing ineffective SFI engineering visits.



J

Jargon Buster

We don't blame you if you get confused by our many acronyms when we talk about our Data services. We do too! That's why we created a Jargon Buster which explains it all, from general terminology to specific products and services.



K

Know your Hosted services

We made our Hosted Services clear and easy-to understand with our dedicated Sales Tools page. This features everything from infographics to focus pages and links to our portfolio so you can find out how to take your customers to the cloud, easily and cost-effectively.



Learn more

On many of our pages we have a 'Learn more' section where you'll find lots of useful information. It includes datasheets on our latest products, infographics and brochures. We add all relevant information in an easy-to-digest format and will let you know when it's available but if you want to find out more about our services, these are handy places to look.



M

Machine to Machine

You can now explore new opportunities with Machine to Machine (M2M). To make sure our service is on top of its game, we use EE's biggest, fastest and award-winning mobile network to deliver your applications.



N

New nodes

In order to continue providing you with great Data services, we rolled out new nodes across the country. You can find out which of our services are available near you with our [online tool](#).



0

Online experience

We made promises to improve our website and we did (and still are!). We undertook a major project to improve our online experience.



P

Proof of Concept

We held ‘Proof of Concept’ trials to determine the value of offering a new type of engineer visit option when fixing broadband faults. The customers that took part (you know who you are) supported us throughout the trial and have enabled us to review the next steps to take.



Quirky names are no more!

We're known for our abbreviations and long-named products but in order to give everyone's mouth a rest, we've made our products more concise and relevant. Data, Voice and Hosted Communications for example are now easier to roll off the tongue!



R

Real-life situations

In order to really understand how our products are used, we create Vertical use cases. We've got many for Wholesale Hosted Centrex, which demonstrate its use and benefits in many sectors such as nursing homes, estate agents, schools and more.



S

Skype for Business

To help cope with the changes in the communications market landscape, our Wholesale Hosted Centrex now comes with a Skype for Business™ plug-in. This enhances our service providing multiple benefits for you and your customers.

A large white letter 'T' is centered on a dark blue background. The background features a cityscape at night with light trails and a data visualization overlay consisting of glowing lines and points. The letter 'T' is the focal point of the image.

T

Top tips

In order to help you sell our solutions, we compiled top tips for our Hosted and Data services as well as our solutions in general. These give you facts about the market and assistance on what we can do and how we can do it.



U

Understanding Business Themes

We identified some of the key business themes and challenges that your customers may be facing and we presented the solutions to help address these. We gave you insights, focus areas and ready-made material to help you communicate to your customers. The good news? They're still available now.



V

Videos

Sometimes it just helps to see things on screen. Which is why we've made many videos to help explain how we've improved services and what they can do for you. As well as interviews, day in the life videos and overviews, there are many short videos for you to enjoy.



W

WHC 2.0

To keep ahead of the competition, we've evolved our Wholesale Hosted Centrex solution to our new WHC 2.0. We held a webinar where we explained the new features, capabilities and extra enhancements and what to expect from us. You can [download the presentation](#) but please make sure you're logged in. Alternatively get in touch with your Account Manager.



X

X years old

Who said it was difficult finding an 'X' for an A to Z? Thank you roman numerals. We're proud to have been going strong for over ten years and building strong relationships with our customers and we continue to do so.



Y

YOU are what matters

Our customers are at the heart of what we do. We tailor our services to fit the needs of you and your customers and we rely on your feedback and interaction to help us improve our services. From webinars and surveys to events, these are held so we can find out what you really think.



7

Zeroing in on issues

We want to know what your issues are. It's the only way we can improve. We run various 'You Said We Did' campaigns to make sure we can improve our services, just like we did for SIP Trunking.

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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