



Building your internet business with BT

How to get the most from the BT Service Provider Group

As one of our customers you have access to our Account Management when you need it. We are dedicated to giving you the highest levels of service we can at all times.

Our team look forward to working with you and can advise on areas such as IP infrastructure, technology innovation and new propositions in support of your organisation's business plan.

We can also tell you about other BT services and propositions you may be interested in. Our dedicated service team is there to assist you with quotations, provision, installation and repair enquiries.

Contact us today and challenge us
to help you grow your business!

0800 169 4247

And choose:

Option 1 for Service

Option 2 for Sales



BT Service Provider Group Welcome Pack

A warm welcome to BT and the Service Provider Group (SPG), a business dedicated to meeting your requirements as an Internet Service Provider (ISP).

Why BT?

The Digital Networked Economy offers fantastic opportunities here and now – and in the future there is much more to come.

Voice over Internet Protocol (VoIP) linked to BT's 21st Century Network will mean all calls and data can be delivered over the Internet in a secure environment. New business opportunities are appearing every day for ISPs! We passionately believe that your local market expertise backed with our technical capability make a compelling proposition for your end user customer.

Our promise to you

We can support you in finding customers, winning their business and in keeping them loyal to you.

Innovative and profitable Value Added Services such as security, back-up, parental control and entertainment services are just some examples of what's available.

Together we will develop new and exciting levels of innovation.



Our vision for the Digital Networked Economy – a world of opportunity

In the Digital Networked Economy voice and data flows across the Internet on one network, at high speed, in a safe and secure environment.

BT Customer promises

We aim to meet your needs by delivering these promises:

- When you make an appointment, we will always do whatever it takes to keep it
- When you ring BT, you will always have the option to talk to a person
- If the first person you talk to can't help, they'll make it their top priority to find the right person who can

Contact us

Dial: 0800 169 4247

And choose:

Option 1 for Service

Option 2 for Sales



An IDC Continuity Report indicates that 60% of all data held on personal computers is unprotected

Our commitment to you

We will support you with exciting and profitable Sales and Service propositions. We are committed to:

- Specialising in working only with Internet Service Providers
- Delivering ahead of the market
- Enhancing your technical capabilities
- Being driven by Customer Service first and foremost

Our solid customer relationships, and track record of sustained growth make us a business partner who is with you for the long run.

We are pleased to welcome you as a customer and look forward to sharing the benefits of business growth with you.

A clear vision

Working exclusively with ISPs, our aim is simply to support you and your company brand in:

“Connecting as many end user customers to the Internet as possible...

... providing them with the new and in-life Value Added services that increase customer loyalty and profitability by being a true Business Partner to you by...

... providing a full range of services from standard commodity access products to unique Value Added Propositions”.

If you would like to know more about what we can do for you now, please call our team on:

0800 169 4247

And choose:

Option 1 for Service

Option 2 for Sales

Finding, winning & keeping customers

Our business is driven by the will to ensure we help you provide the right solution, in the right way, at the right time.

What your customers tell us

For consumers it is: convenience, speed, simple messages and minimal service failures.

If they are businesses, then the key is security and quality of service support. Technical failure is a catastrophe.

And for distributors, reliability, innovation, efficiency and adding value to their end user propositions are critical.

BT Service Provider Group. Here to meet your requirements

With ISP relationships in excess of more than ten years, we have gained the experience and have the resources to support your business in the long term, reliably and consistently.

Our people are specialists with an in-depth knowledge to help ISPs maximise the potential of the opportunities in their marketplace. The BT Service Provider Group Sales, Service and Marketing teams are all there to assist you, whenever you need them.



**Non-business related activity
loses each organisation
around £1,750 per annum
per employee, according
to IDC research**

Helping your business grow

In these days of high competition, there are many challenges and opportunities for all ISPs.

Our experience of working exclusively with ISPs means we have a deep understanding of the challenges and opportunities you face.

Understanding your business needs

We can assist you to continually:

- Rework the way you do business
- Deliver excellent service at a competitive price, consistently and efficiently
- Bring new offers and opportunities that satisfy the increasing demands of your customers and continue earning their loyalty

Everything we do is designed to support you in these crucial areas so that your business continues to grow successfully.

“Going from a small to a medium sized company poses more problems than just doing more business. Billing, debt management, customer satisfaction and human resources were some of the areas where BT help us to alleviate the growth pains. They also provided a proposition path that we can take our customers along. BT have been a great supplier for us” **Growth ISP**

“BT is a key partner to our organisation. They really understand what we need and have been supportive in delivering new propositions that enable us to add our own value services for our customers. Their sales, service and marketing support are to be admired” **Established ISP**



Building an ISP business

We have designed our services to match your type and size of business.

- **As a new start or small business** – we can support you in getting started, building your systems and your customer base. We can also assist with billing and outsourced service.
- **Growing businesses** – as you win more customers and your business grows, we can help you manage greater complexity. We can provide propositions that keep the balance between expanding your offer and maintaining customer satisfaction.
- **Expanding businesses** – as you win more and higher value customers, who buy a wider range of services, there are more strategic questions you will need to answer. You may compete on a low cost model or on service value. We can help you make the most of your customer base with new and innovative customer loyalty propositions.

“BT helped us to get our business off the ground. Their experience in working with new starts and knowledge of the Service Provider market were critical to us in our first year of trading. The BT product set that we were able to sell under our own brand meant we could find our own niche” **Start-up**

In it for the long term...

As your business changes, the BT Service Provider Group will work with you to provide propositions and services that match your commercial objectives.

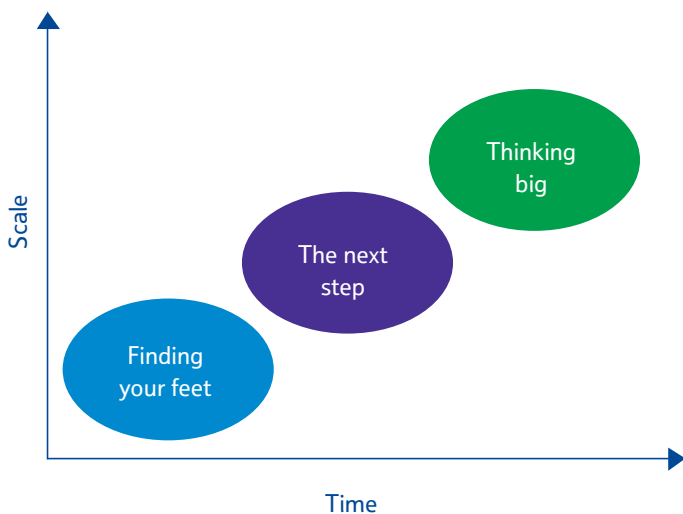
If you would like any advice or suggestions, please call our team on:

0800 169 4247

And choose:

Option 1 for Service

Option 2 for Sales



Our offer - propositions and services that satisfy your customers and build your business.

VoIP – the future of telephony & data

With traditional telephony running over the Internet and the convergence of fixed and mobile lines, we have solutions that can increase your opportunities in this key area.

Security – a growing concern

Computer and voice security is not just about viruses and identity fraud. Hardware faults and corrupt disks can equally spell disaster for your customers, whether consumers or businesses. The dangers are real; so too, are the BT Service Provider Group solutions.

Mobility

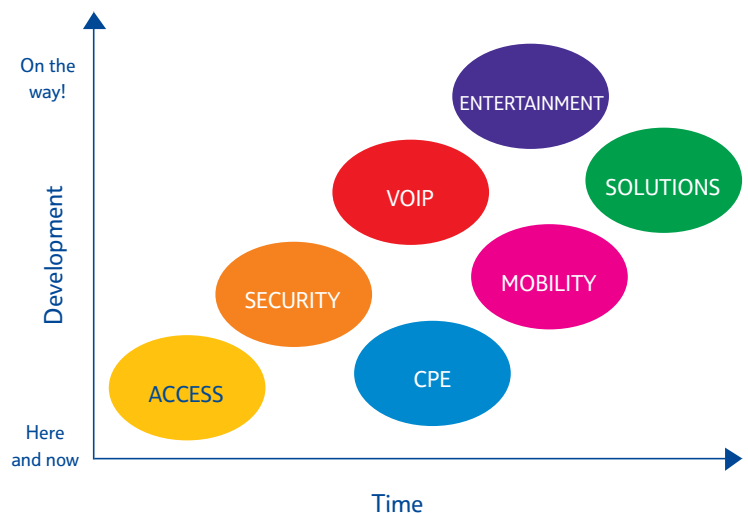
Wireless networks will soon be worth more than any market other than broadband. BT Openzone is a high speed ‘on the move’ service that your customers will appreciate and will remind them of your great services, wherever they are!

BT Customer Premises Equipment (CPE) and Call Centres

Customer Relationship Management (CRM) is critical to any business. We can help with your systems, software and outsourcing capability.

Access

Whether the network is your own or your customer’s, we can help to integrate different technologies, migrating smoothly from legacy infrastructure to next generation performance.





The future – leading in innovation

Innovation is at the heart of what we do. BT research and development facilities are renowned worldwide and have been at the cutting edge of technological research for decades.

With the BT Service Provider Group as your partner, you have access to new products and services as soon as we bring them to market.

Our offers to you include full white label versions, so that you can use your own brand to add more value to end user customer relationships.

The plans we already have in place include exciting propositions that will bring benefits to your customers and real commercial advantage to you as their ISP.

As one of our valued customers, you will receive information as soon as it is available about all new developments.

If you would like to know more about what is available now or coming soon, please call our team on:

0800 169 4247

And choose:

Option 1 for Service

Option 2 for Sales

Working with the BT Service Provider Group to build business together.

It is critical to us that you receive the service levels that you need, when you need them....and that's not just technical support.

We recognise that administrative efficiency and back office functions are vital for a smooth relationship, leaving you to concentrate on your core skill areas.

We are proud of the relationships we build with our customers. We want you to feel free to tell us how we can work together, and to discover what we can do for you.

Challenge us, tell us what you need and we will do our utmost to ensure you receive it!





Why not try our free 'health check'?

We check that you have the most up to date information, facilities and the best proposition for your business and customers that we offer. Please call our teams to discuss our service.

0800 169 4247

And choose:

Option 1 for Service

Option 2 for Sales