

Data centre voice with BT smartnumbers

Resilience and agility of voice services within a corporate data-centre strategy

Your data centre manages and protects the organisation's business-critical applications and provides universal access to essential services. It's resilience becomes a central priority for your IT strategy. However, your voice network which is of critical importance to the business often remains separate from this data centre strategy, presenting different security and management challenges.

BT **smartnumbers** enables you, for the first time, to include voice services within the scope of your data centre strategy. By centralising the management and delivery of incoming calls destined for UK offices and routing these through the data centre, your voice network can benefit from improved resilience, improved organisational agility and greater control of cost.

Corporate-wide resilience

In the event of a disruption, voice is a critical infrastructure to maintain. It helps protect your staff, brand and reputation. Business continuity strategies which have traditionally focused on the resilience of the IT and data centre, can now be extended to cover all your UK sites and all inbound voice and fax services. With BT **smartnumbers** you can utilise the highly scalable, robust infrastructure in the data centre for the delivery of non-data services.

Enhancing business agility

By managing all inbound call traffic via the data centre, there is less reliance on local infrastructure variances. All calls across your business can be delivered based on a common set of business rules. Consequently your staff can be allocated a 'number of life' and no matter where they may move in the organisation this number, and all their voice services, can go with them.

Reducing infrastructure cost

Adopting a centralised data centre model for incoming calls allows your business to greatly rationalise its voice infrastructure. With this approach there is no need to connect individual offices to the public telephone network to receive incoming calls. In many cases, your business can move to a centralised data centre model for incoming voice with no net increase in cost - and often show cost reductions.



Furthermore, transitioning to BT **smartnumbers** for voicemail and fax to email, replacing disparate site specific services, offers a highly scalable and resilient service that is quick to deploy and requires no CAPEX.

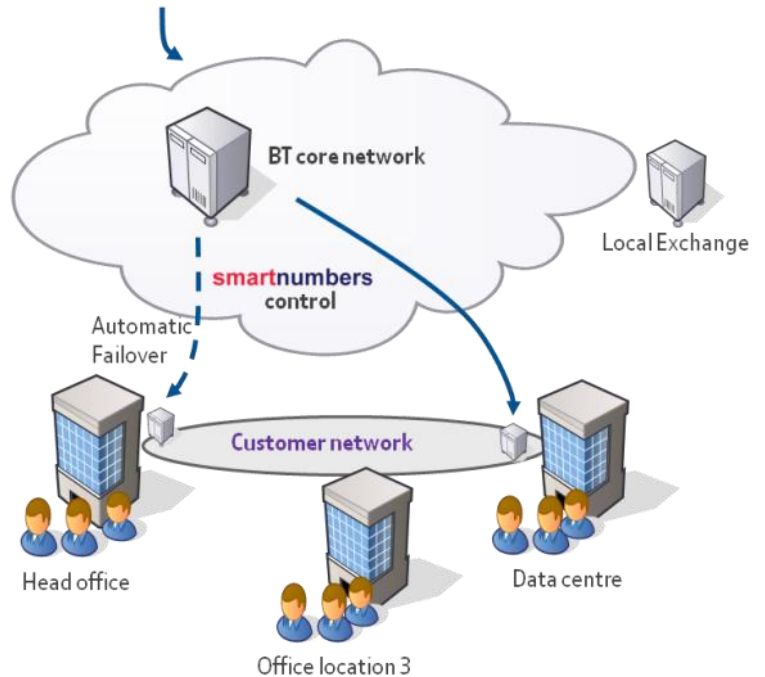


Calls to your new business are received, managed and delivered through your data centre

Greater choice and flexibility for your number range

Your business may have acquired numerous discrete blocks of telephone numbers (DDIs) during periods of business expansion or office moves. BT **smartnumbers** offers customers complete blocks of 1,000 or 10,000 numbers enabling consolidation of UK wide numbers into one distinct contiguous number range. In this way, companies can adopt a centralised numbering policy across all offices regardless of location.

Finally, you may have invested considerable sums of money ensuring that your telephone numbers are widely publicised to your customers. However, should you be planning an office relocation sometime in the future it may not be possible to retain existing telephone and fax numbers dependent upon your move. With BT **smartnumbers** you can be sure you can take your existing numbers with you. Ensuring that, while your business is undergoing great change, any re-organisation or relocation does not need to be made visible to your customers.



Benefits at a glance

- Brings corporate-wide resilience for all inbound voice and fax traffic
- Connects the corporate network to the heart of the BT network bypassing limitations in the local exchange
- Centralises management and control of inbound voice and fax communications across all offices
- Strengthens the data centre strategy
- Enables infrastructure rationalisation and cost reduction
- Facilitates greater staff mobility and collaboration across dispersed locations
- Offers telephone and fax number choice and flexibility
- Reduces telephony costs associated with reorganisations and relocations

Offices worldwide

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