

# Voice continuity with BT smartnumbers

Protect your business against disruption to your voice and fax communications

---

It's the common disruptive events such as power failures, office moves, damage to the local telephone exchange links, or transportation strikes that can prevent staff from being able to reach their normal place of work and continue to handle those important calls.

BT **smart**numbers removes the risk from common, and not so common, disruptions that may impact your business' ability to receive calls and faxes. Calls or fax messages can be re-routed automatically by BT's network or under your control should the network detect a problem or if access to your building has been denied.

## A matter of compliance

With the Civil Contingencies Act 2004 and the Code of Practice for Business Continuity Management BS25999, the need for organisations to ensure continuance of the supply chain and provide duty of care to staff in the event of business disruption has moved up a gear in the boardroom, it's now a matter of compliance.

## 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 **smart**numbers you can utilise the highly scalable, robust infrastructure in the data centre for the delivery of non-data services.

## Reduce the cost of business continuity

BT **smart**numbers avoids the cost of building redundant assets such as a mothballed call centre or recovery site. Should an office become inoperable, or transportation issue occur, a strategy that enables staff to continue to work and receive calls wherever they chose is not only cheaper, it is also much more effective. Common disruptions become less serious and the impact upon staff is reduced if you avoid the need to train and then relocate staff to expensive backup facilities.



## Smooth office relocation and reorganisation

Today's agile organisations are reshaping their workforce and their requirements for office space. Whether relocating to more cost effective premises, refurbishing existing offices, or supporting hot-desking and home working initiatives, businesses are demanding greater flexibility in how, and from where, staff operate.

BT **smartnumbers** can help you manage change and help you retain your existing telephone and fax numbers.

## Add voice to your data centre strategy

Your data centre manages and protects your 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, remains separate from this data centre strategy, presenting different security and management challenges.

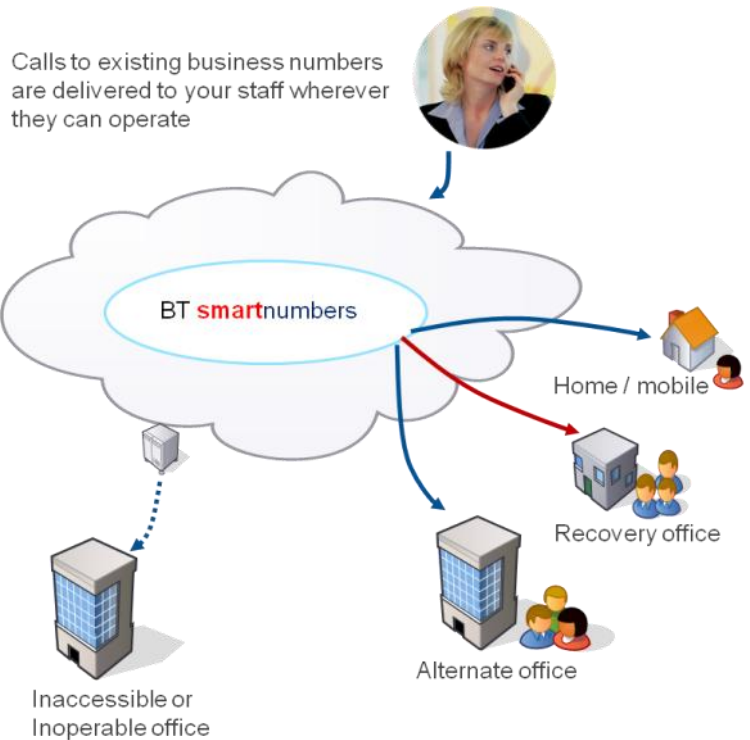
BT **smartnumbers** enables you for the first time, to include voice services within the scope of your data centre strategy. By centralising the management and delivery of incoming calls destined for UK offices and routing these through the data centre, your voice network can benefit from improved resilience,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

## Benefits at a glance

- Reduce the cost of business continuity
- Reduce the risk of communications failure
- Adopt resilient working practices as business as usual
- De-risk the move process
- Strengthen data centre strategy

## Empower staff through resilient working practices

Wherever possible your staff should be able to react to disruption as 'business as usual' – for example if there is an office power failure they themselves should be able to decide to work from an alternative office or from home. Calls made to individual staff or teams should be delivered without geographic limitation or reliance upon any one type of network or device.



## Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2008  
Registered office: 81 Newgate Street, London EC1A 7AJ  
Registered in England No. 1800000

Produced by BT **smartnumbers**. Version 2.0

- Centralise management and control of all inbound voice communications
- Improve staff collaboration across dispersed locations
- Avoid CAPEX
- Manage all inbound voice through a simple but powerful portal

To learn more about BT **smartnumbers** call the help desk on **020 3162 3030** or visit [www.btsmartnumbers.com](http://www.btsmartnumbers.com)

