
BT Versatility

Big business communications for
the smaller business



In today's business world you can't afford to fall behind. Customers' expectations increase daily and you need to be available by phone, email or online whenever suits them

Business communications are crucial. Lost calls and missed messages can damage your reputation and cost you money. If your people can't communicate well with each other, they can't deliver for your customers. It seems unfair. Unlike the biggest players, you cannot afford bespoke solutions and do not have the luxury of dedicated specialist staff. So you risk losing out on the savings, improved services and increased efficiencies that the largest companies take for granted.

But the world has changed. With BT, every business can now take a step-by-step approach and bring all its communications together, giving you what you need today – and in the future. When we integrate your voice, data, messaging and customer communications, it's your needs – not the demands of the technology – that come first.

We call it unified communications

Unifying communications means that you can integrate telephony, messaging, email, conferencing and other applications onto a single, cost effective platform that is easier to control and manage. Your people gain new tools and services that help improve their productivity and provide a seamless customer experience. Whatever your existing platform and systems, let BT show you how taking a unified approach can immediately start to benefit your business. To find out more about buying a communication system for the first time, visit www.bt.com/business/commsystems

Are you a small business with big communications needs? Do you want your systems to work for you, rather than you having to work round them? Then BT Versatility is the all-in-one solution.

You can start with a couple of lines, confident that as you grow and develop, your communications can grow with you.

BT Versatility – the complete solution in a box

The small solution that can grow with you

Do you just want to save time and money? Harness the power, flexibility and cost saving that broadband can provide? Grow your business? Adopt new ways of working? Simply do things better?

BT Versatility is the hassle-free answer giving you everything you need in one simple package.



Versatility

It is no accident that BT Versatility is our fastest selling communication system ever. It is simply the perfect match for small businesses that want communication technology to work harder for them – especially now you can use broadband both to save money on making calls and to extend the power of your office communications to colleagues working at home or remotely. BT Versatility is the all-in-one solution that is easy to set up and run, and is as flexible and as ambitious as you are.

BT Versatility – your “communications in a box”

With BT Versatility, your business can do so much more ... and be so much more

If you are a small business looking for leading edge communications for anywhere between 2 and 52 users, BT Versatility is the one for you. Once you have chosen the BT Versatility platform, simple ‘snap in’ modules let you install extra lines and more powerful tools and features later on, without having to take your system off the air. Get the flexibility to use low-cost phone lines with BT Business Broadband Voice and shared access to network resources for voice and data, email and internet applications. Choose to run it over the public telephone network, ISDN2 or ISDN 30 and combine with ADSL broadband as suits your needs.

- **Start small** with a basic telephone system and a few handsets. Even at entry level that gives you more than 50 different call handling features. Answer, hold and transfer calls with ease. Dial regular contacts by name. Conference with people at the touch of a button – and so much more.
- **Add extra features and applications** such as PC networking, internet access, low cost BT Business Broadband Voice calls, wireless capabilities and branch office networking as and when you need.
- **Grow** all the way to 52 extensions and up to 15 phone lines via ISDN30 plus extra BT Business Broadband Voice channels.
- Or **graduate** to the ultimate BT Versatility Managed Office with converged voice and data services integrated with all your communication system hardware and software, installed, configured and supported by BT.



Up to 50 extensions

Aberdeen City Council turned to BT Versatility when it decided to upgrade voice communications within and between the city's schools. The systems had grown organically in each school over time and consisted of several generations of technology and were, in the council's words “neither coherent nor efficient”.

“We now have a future proof system so that when we need to upgrade we know the equipment will take care of foreseeable future requirements. Being IP-based we can also use it as a flexible technical platform which will make it easier to implement and integrate with concepts such as the virtual classroom.”



V-IP Featurephone

Communications are the lifeblood of today's businesses – now you can level the playing field with systems and features to match the biggest players. Right away BT Versatility can start making a difference in all your communications from basic telephony to more advanced applications.

- **Handle more calls and boost productivity.** Everything about BT Versatility is designed to help you work smarter – from expansion modules and feature-rich display handsets to latest-generation IP (internet protocol) phones for your people at home or in the field.
- **Never miss another call.** BT Versatility Voicemail can help you make sure customers always get the attention and services they need, even when offices are closed or your people are busy. It can even mimic some aspects of call centres, which is great for law firms, accountants, estate agents – indeed anyone wanting to add a distinctive, professional touch when customers call.
- **Fast-track callers through to the people and services they need.** BT Versatility can help you to get more done, in less time, without adding to employee or premises' overheads. Take the pressure off your people by having calls answered and routed automatically, enabling callers to dial people direct.
- **Maximise your investment with broadband.** Add a BT Versatility Broadband Module Plus (BBM PLUS) and take advantage of broadband access, wireless LAN (local area network) capability and introduce extra, low-cost BT Business Broadband Voice channels using VoIP (voice over internet protocol) technology. BBM PLUS also allows you to connect multiple branch offices* with calls between them included at no extra cost.
- **Set up your own home worker network.** By upgrading to BBM PLUS and using the new V-IP Featurephone your people can be round the corner or at the other end of the country and still have access to the full power of your office communication system. You save office space, gain flexibility and boost productivity while customers still call on the usual numbers and get the same service they expect from the main office.
- **Boost your income without investing in more employees or bigger premises.** Why not set up a dedicated, voicemail service for orders and enquiries, or use BBM PLUS to help set up and run your own e-commerce web site? If you are looking to open up new markets and new income streams, if you want to speed your order processing and get goods out to customers faster, BT Versatility has all the right connections.

*utilising a BTV Communications server and with BBM PLUS at each branch

BT Versatility – giving your small business the big business edge

It is so easy with BT Versatility. You know you have a platform you can build on as and when you need. It is your choice and under your control – but you know we will be there to help and advise you every step of the way whether face-to-face or over the phone. Start with what you need now and add lines, features and capabilities as and when you need them.

Getting started with BT Versatility

First choose from 8, 16, 24, 32 or 40 traditional extensions, all with 50+ call handling features. Call routing, queuing and music-on-hold is also included, making BT Versatility ideal for helpdesk services such as order taking, customer care and technical support. Voicemail comes as standard on all systems with more than 8 extensions and incorporates auto-attendant, reducing call handling costs and improving customer service.

Choose either PSTN (the public telephone network) or ISDN (includes ISDN2 and ISDN30 modules) or both for connection to analogue or digital lines. The digital option means you can:

- Replace several analogue lines with ISDN connections. With fewer lines, and the right BT Business Plan package, you'll be able to save money on call charges.
- Exploit powerful digital features, such as calling line identity, networked call routing and direct dialling in (DDI) for a big company look and feel.

Whatever your choice, installing and operating BT Versatility is simplicity itself. You can start doing better business from day one.

- Stop losing customers because no one is there to pick up the call. Route callers to voicemail services if everyone is busy or your office is closed.
- Get the big company feel of a call centre working for you with BT Versatility's simple call routing features.
- Share files easily without shuffling paper. Link up your team's PCs on a local area network for applications and file sharing, and connect to fast, broadband service for a fixed monthly cost.
- Be reassured by the security of a firewall to deflect intruders.
- Extend your reach around the office. With BT Versatility's wireless LAN (local area network) capability, your business network can include people working flexibly around the office, wherever is most efficient for them.



It will grow with you

Add the power of broadband

Broadband Module Plus



Open up the world with BT Versatility's broadband options to set your people free to work where they want, and how they want. With BT Versatility Broadband Module PLUS (BBM PLUS) distance doesn't need to matter. You don't always have to find space in your office and it doesn't matter if your partner or employee is at the other end of the country. BT Business Broadband Voice lets them phone around the world at lower cost and even make calls between your various locations at no extra cost. And it can do so much more.

- BBM PLUS offers additional IP channels that may be used for local or remote V-IP Featurephone extensions.
- Connect your people wherever it suits you. BBM PLUS means they can work from home or a remote location – and callers need never know they are not at an office desk. All they need is broadband access and a BT Versatility V-IP Featurephone.
- BBM PLUS can also support unified communications which brings your voice and email messages together in the same in-box.
- Extend your reach and enjoy all the benefits of broadband with BBM PLUS' powerful branch office interworking, wireless LAN (local area network) and broadband voice capabilities.

Enjoy fast and easy email and internet browsing – with the security of a built-in firewall monitoring internet activity to help safeguard you against hackers and prevent access to undesirable content.

- Deliver integrated voice and data communications to the desktop, so that your people can work better together wherever they are.
- Create the opportunity to discuss, share and amend files and group internet access.
- Get faster, more informed decision making and customer service.
- Make or take voice calls using BT Business Broadband Voice. The only difference you are likely to notice is that line rental is a fraction of the standard cost and calls with BT Business Broadband Voice can be cheaper – or even inclusive. By using broadband and an optional Communications Server you can make calls between your own sites at no extra cost.
- Use V-IP Featurephones to create IP telephony both within the office and for remote workers. Your people can keep their usual office extensions and full functionality of their office phone but work from wherever they like. All they need is the V-IP Featurephone and broadband access of 128kbps or better.
- Network all your BT Versatility sites, with inter-site traffic carried over broadband, leased lines or IP virtual private networking (VPN) services. For VPN capability you will need a managed VPN network service from BT.

...as you grow



Bundle all your communications and technology with BT Versatility Managed Office

...and worry not

The ultimate expression of BT Versatility's power and flexibility provides a complete solution to all your communications needs, from 2 up to 52 users.

You've seen how BT can now bring big business communications to the smallest business. We've done the same with the information technology by teaming up with world leading partners HP and Microsoft, to bring you small business packages that meet all your communication needs at an amazingly competitive price. Managed Office offers:

- Your communication and IT systems combined, optimised and managed by one supplier.
- High speed broadband access, with wired and wireless connections.
- A central server and a wireless LAN (local area network) lets your people work flexibly without being tied to a single desk.
- Broadband and email connections for all your employees, to enhance customer service.
- No risk of being stuck with obsolete equipment and you have the flexibility to expand when it suits you.

Powerful technology that is easy to use

BT Versatility Managed Office is the only converged telephony solution available today that can interconnect traditional phone lines, broadband capabilities and BT Business Broadband Voice, all in one box. It provides all your voice, data and support requirements in one market-leading platform, with the reassurance of expert and responsive service and support.

A particular benefit of converged services is unified messaging so that all your voice and email* messages go into the same inbox. You can view either wherever you have online access and then choose whether to reply by phone or email.

The Managed Office package provides a minimum of 2 lines and 8 extensions and includes:

- Broadband Module PLUS (BBM PLUS)
- 5 Featurephones
- Voicemail
- A server and LAN (local area network) switch
- 5 PCs with Microsoft software
- Installation and configuration
- 3 year discounted integrated support service (subject to a minimum term of 12 months)
- 24/7 helpdesk support
- Optional managed security and remote monitoring service

We offer 3 starter packs designed to meet the needs of businesses at entry, intermediate or advanced level. But don't worry – if the off-the-shelf package is not right for you, we will tailor make one at no extra charge. You can also add lines, features and capabilities whenever you want.

* Unified messaging is available with BBM PLUS.

BT can only guarantee support when used in conjunction with BT Business Email.



Getting even more from BT Versatility

The advanced technology and simple, modular design of BT Versatility makes installing upgrades and additional features easy.

BT Versatility advanced voicemail

Upgrade from basic voicemail with an advanced voicemail module. The advanced 8 port module includes simultaneous access for up to 8 users, 20 hours' message time, voice recording and dial-by-name functionality.

- Set your people free to go about their business without missing important calls. Messages can be picked up any time, from any phone. Employees can alter greetings to reflect their daily whereabouts and how they can be reached in a hurry.
- Make your business accessible all day, every day. When no-one is free to pick up the phone or your office is closed, callers can be invited to leave messages, or can be routed to alternative out-of-hours numbers and services.

BT Versatility hospitality package

For businesses such as hotels, guest houses and residential homes, the BT Versatility hospitality package offers an extensive range of guest and visitor telephone services that are easy to track and bill.

- Account for – and bill – every single call your guests make during their stay.
- Set realistic, per minute charges for local and long distance calls. Prevent any misuse by monitoring and restricting the use of phones in meeting rooms, reception, back offices, the kitchen and other administration areas.
- Extend a warmer welcome to your guests. Check from reception whether a room is free, occupied, cleaned or needing service. Switch on the message waiting light to tell your guests when messages are waiting for them at reception. Make it easy for guests to set their own alarm and reminder calls.

Cabling solutions

Whatever you choose for your BT Versatility, a structured cabling solution providing the ideal connections and access will let you make the most of the system's benefits, right from the outset.

- Unified infrastructure lets you handle voice and data in any format including computer applications – simply plug in the appropriate adapter and get started.
- Easily make changes by simply moving relevant patch leads and plugging them into their new position.

Find out more about BT structured cabling online at www.bt.com/business/structuredcabling

Support if things go wrong

Avoid downtime and on-site engineering visits. You can use our e-Support service to sort out minor problems, report faults and find answers. With our online, remote diagnostic service, we can fix most technical faults on the spot. And for extra peace of mind, BT Versatility comes with its own standby power package (supplied as standard on all BT Versatility digital systems) as back up if there is a mains failure.

Versatility

“The Versatility system is absolutely ideal for a small business like ours. It was simple to order and easy to configure. We have a northern and a southern office, and the Versatility system enables us to seamlessly interconnect them so that they operate as a single entity. It also enables me to stay in touch with things because I'm frequently out and about.”

Martin Nixon, Director
RSA Food Service International

Complete the picture with V Series Featurephones

V16 Featurephone



V16 XP Console



V8 Featurephone



V-IP Featurephone



BT Versatility has a smart and practical phone for every application. From basic handsets to the enhanced functionalities of the V-IP Featurephone specially designed for remote and local working, BT Versatility has the right phone for you.

The 'V' Series Featurephones include many enhanced functions that are easy to set up to suit the way you work. Simple menu guide you every step of the way so that even the occasional user will be able to get things done better and faster than before.

- V Phone – a basic handset, which is ideal for occasional use in warehouses, storage areas and at hot desks, as well as hotel guest rooms.
- V8 Featurephone – a great phone for everyday use, with simple menu driven feature set up and call handling facilities with 8 programmable keys.
- V16 Featurephone – a sophisticated desk phone with a large, backlit interactive display. Built in data and headset ports. Easy-to-use menus and 16 programmable keys give one-touch access to a range of features.
- V16 XP Console – adds an extra 32 programmable keys to the V16 Featurephone making it ideal for operators and receptionists.
- V-IP Featurephone – all the functionality of the V16, which means users can take their office extensions with them, whether working from home or a remote branch. The V-IP is used in conjunction with the BT Versatility Broadband Module PLUS at any location with a broadband connection.

For greater flexibility, why not add one or more of the latest cordless headsets? Lightweight and adaptable, a headset makes it easy for receptionists and other key people to stay in touch without being tied to a desk.

Need more information or advice?

You can find additional product information and help on the best ways to choose the best communication system for your needs by visiting www.bt.com/business/commsystems

Assurance options

Choosing communications products by price, quality and the range of features offered doesn't give you the full picture. Without first class maintenance and support services, you may find yourself cut off from your employees, customers, suppliers and data by even a trivial problem.

BT Assurance is a comprehensive support service that will take care of your communication systems and local area network 24/7.

- **Excellent performance** – with our nationwide team of network engineers, 95% of faults are fixed by the end of the next working day. And with our advanced system access facilities, we can often work remotely to get your network back online fast.
- **Peace of mind** – BT offers contracts from one to seven years on most communication systems, with discounts for long term contracts and a range of service levels to meet the precise needs of your business.
- **Cost savings** – BT Assurance services are available to all customers and BT has helped many customers who are tied into existing agreements to move their maintenance to BT. Get IT Assurance from BT now and save up to 30%* on your existing spend for Phone Assurance, LAN Assurance or both together.

*Offer ends 31 March 2008. Offer available to new customers only and subject to survey (maintenance acceptance test). 30% saving is subject to production of proof of customer's existing maintenance bill and contract. Minimum 3 year term. Offer applies to selected communication systems from the following suppliers: Alcatel, Avaya, SDX, Ericsson, Goldstar, Nitsuko, Panasonic, Plessey, Samsung, Siemens, Toshiba, Nortel (all models), Cisco (all models), Lake (all models).

IT Services – First class protection for your communication systems

BT provides world class IT services to help protect and secure your infrastructure:

- Antivirus and critical security updates automatically installed
- Remote monitoring and management, 24/7
- Technical support and Microsoft application advice, 24/7
- Next business day on-site repair and maintenance
- Hardware provision and installation

Finance options – Flexibility to match your business needs

BT Finance* offers you greater control over how you spend your business capital. You can now choose to buy your solution or rent it to reduce your capital outlay. Subject to status you can opt for a regular single, flexible payment to cover your equipment, software, installation and connection charges.

With BT Finance there's no deposit to pay and you choose a rental term from two to seven years and a payment frequency to suit your preferred schedule. As well as being easier on your cash flow, it's a hedge against inflation with payments guaranteed not to increase. Depending on how your auditor treats the payments, you may be able to allocate them as business expenses, helping to reduce your tax bill at the end of the year.

There's an in-built technology refresh option whereby you can upgrade or add new equipment during the term of the contract without penalty and, if you wish, replace it at the end of the payment term.

*BT Finance is a registered trademark of British Telecommunications plc, used under licence by a panel of Funder and Banks which includes GE Capital Equipment Finance Ltd, 2630 The Quadrant, Aztec West, Bristol BS32 4QG.

Why BT?

Delivering the communications your business needs

- BT is a principal supplier of business communications and is one of the market leaders in system sales and service provision.
- We are a one-stop solutions shop – from telephony to data; infrastructure to mobility; small office business systems to fully converged solutions; and from packaged applications to managed services.
- Our expertise covers everything you need – from the cabling under your feet to the applications on your desk; from consultancy, systems development and installation through to maintenance, technical support and account management.
- We offer a complete and consistent service wrap, with a service portfolio spanning the life of your solution. And we offer you a tangible local partnership for ownership and accountability, and a national partnership to ensure true scalability.
- BT has teamed up with world-class suppliers to give you access to the widest range of quality products and services – from systems integration and logistics to product development, technical support, customer service and sales and marketing support.
- BT has been awarded the highest possible partnership status by Nortel, Cisco Systems, Microsoft and Avaya – proof that we meet and exceed the standards set by the world's top communications companies.

Every business is different but every business needs effective communications. Whatever your existing platform and systems, we can help you improve productivity and customer service and reduce your communications costs by putting your business on the path to unified communications.

To find out more about buying a communication system for the first time, visit: www.bt.com/business/commsystems

For more information about BT Versatility, visit: www.bt.com/business/versatility

To find out more visit:
<http://www.bt.com>



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