

# WHY BT.

Great proof points to showcase why we're the right choice.



## INFORMATION AT YOUR FINGERTIPS.

Our Why BT proof points make up a library of statements, statistics and facts that will help you explain to customers exactly how we make technology work for them, and why they should choose BT for their business.

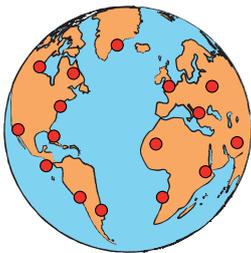
## EXPERTISE.

FACT	PROOF	CUSTOMER BENEFIT
We're recognised by the industry for our capabilities.	We were awarded Frost & Sullivan's European Unified Communications Service Provider of the Year in 2012.	<b>You'll be working with a partner who you can trust to help you make the move to unified communications.</b>
We're the UK's number 1 provider of leased line internet access.  <b>RANKED No.1</b>	More companies trust us to supply their guaranteed internet connection than any other provider. <sup>1</sup>	<b>You'll get the best internet access to keep your people connected – as measured by an independent leased line internet analysis company, Netcraft.</b>
We've got a team of over 380 experts on hand to design, deliver and manage IT services, supporting your customer's in-house resource.	These experts deliver to the ITIL framework, the most widely adopted approach for IT service management in the world.	<b>You've got the reassurance that what we recommend will be based on your business needs and that we'll deliver to this, on time and within budget.</b>
If you're thinking of moving to the cloud, we've got the expertise to provide everything from storage and back up, to bringing all systems and applications together on one platform.	We've been ranked as the third largest provider of cloud infrastructure services in the world. <sup>2</sup>	<b>Our cloud services can change the way your business performs. And we've experts on hand to support your move to the cloud at a pace that's right for your business.</b>

1. Netcraft, March 2013.

2. Cloud Infrastructure Service Market Leaders by Segment – Synergy Research Group, 2013.

# INFRASTRUCTURE.

FACT	PROOF	CUSTOMER BENEFIT
<p>Every day we're keeping businesses connected around the world.</p>	<p>We have one of the largest global IP networks, available in 198 locations around the world. And we'll continue to enhance the breadth of coverage in existing countries and expand into hard to reach or geographically diverse countries.</p> 	<p><b>No matter where your people are, we can provide them with access to the tools they need to get things done.</b></p>
<p>Our wi-fi is second to none – and free, too.</p>	<p>BT has an unrivalled UK network of over 5 million wi-fi hotspots – and growing. What's more, customers with an Android phone get free unlimited access to the network.</p>	<p><b>We'll keep you connected on the move, staying in touch with customers, colleagues and suppliers.</b></p>
<p>We're a recognised global Network Service Provider leader.</p>	<p>Gartner rated us as "outstanding" in their new Critical Capabilities report. And they've rated us as the leader for our ability to deliver and manage networks for the 9th year running<sup>3</sup>. This also recognises us for our vision, so our continued investment in our network, looking at how it can help deliver the performance and resilience of the future.</p>	<p><b>You can rely on our network to keep your people connected both now and in the future, particularly as more demands are placed on it, such as moving to the cloud.</b></p>
<p>We can handle the calls that businesses need to make.</p>	<p>Our voice network carries over 10 million calls a day from BT Business customers. With over 25 years of experience providing inbound calls services, our network handles over 7 billion calls every year.</p>	<p><b>You'll have the reassurance of knowing when you need to speak to someone, you can. And we'll help ensure no customer calls go unanswered.</b></p>
<p>Our hosting centres are recognised as being secure.</p>	<p>We've 10 data centres in major cities around the UK, all of which provide the highest level of security (tier 3) and comply with information security standards (ISO27001, SSAE16, and ISAE3402). We also offer the highest grade security prevention solutions as well as regular security reviews.</p> 	<p><b>You may be thinking about moving to cloud – we can help you do this with the reassurance that your data is safe.</b></p>
<p>The UK relies on our infrastructure as it supports services that cannot be allowed to fail – including the London Ambulance Service.</p>	<p>BT has built our UK Next Generation Network to Critical National Infrastructure standards – to support the availability of essential services like emergency services and transport amongst others.</p>	<p><b>Your business is in safe hands with BT, eliminating costly and unnecessary downtime.</b></p>

3. Gartner, Critical Capabilities for Pan-European Network Services, March 2013 and Gartner, Global Network Service Provider Magic Quadrant, March 2013.

# BREADTH.

FACT	PROOF	CUSTOMER BENEFIT
We'll look at customers' needs as part of a "how can your people communicate better" solution.	We'll provide the technology to enable your people to share information, communicate and access all the business applications they need, no matter where they are and what device they're using.	We'll manage all the technologies you need to help your people communicate better, whether they're in or out of the office.
We'll help businesses successfully move to technologies such as IP and cloud. 	We won't design IP and cloud solutions in isolation; we'll bring in our expertise in networking as well.	You'll be able to benefit from cost savings and greater flexibility, without any impact on the quality of your voice calls or applications not being available.
Our breadth means that we can become a trusted partner.	We'll work with customers to build a technology roadmap, that's based on their business needs.	Your IT will be aligned to your business, helping achieve its goals. You'll also benefit from better commercials as you start to consolidate your services with BT.
Our breadth covers payment options for some of our services.	BT Finance Leasing offers flexible payment options.	It's easier for you to manage your budgets, with predictable monthly costs.

# PARTNERSHIPS.

FACT	PROOF	CUSTOMER BENEFIT
Our own in-house partnerships give us an unbeatable range of expertise to draw on.	Our internal expertise includes the specialists in our BT Conferencing team, through to expertise across the wider business, such as BT Global Services.	We'll share learnings with you, helping you perhaps do things in ways you've not thought of.  Our specialists will also help ensure everything works together e.g. our conferencing and networking specialists will ensure you've got the right network to support video conferencing.
The breadth of our solutions is underpinned by the breadth of our partners.	We work with many partners, such as Cisco, Citrix, EMC, RIM, Avaya, Dell and Mitel.	We offer you choice – we won't force you down one particular vendor route, our recommendation is based on what's right for your business. But once we do recommend something, you'll know it's based on the very best solutions in the market.

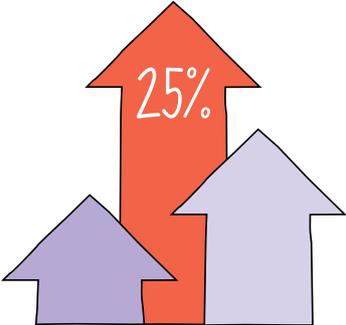
## INNOVATION.

FACT	PROOF	CUSTOMER BENEFIT
<p>We employ some of the greatest minds in the world.</p> 	<p>We've got a team of over 3,500 top scientists and have strong relationships with some of the world's leading universities – including Cambridge University (UK), MIT (USA), and Tsinghua University (China).</p>	<p><b>We're here to help you do things even smarter, quicker and simpler in the future.</b></p>
<p>Innovation is at the core of our business.</p>	<p>This year we invested £544 million in research and development to cultivate innovation. Our customers also play a part. That's why we run innovation showcases to learn first-hand what they need and give them the opportunity to speak to our experts.</p>	<p><b>Our development centres work hard to bring you the latest products and services. For example: ensuring you benefit from the best possible internet connections by focusing research and development on things like improving on broadband coverage and speed.</b></p>

## SERVICE.

FACT	PROOF	CUSTOMER BENEFIT
<p>BT delivered 99.99% network availability at London 2012.</p>	<p>Our global network is underpinned by robust security controls and built-in resilience to keep customers connected. Incidentally, to put our achievement in London 2012 in context, it took three suppliers to deliver a smaller capacity network in Beijing 2008.</p>	<p><b>You can always rely on us for a robust and reliable solution to keep your people connected.</b></p>
<p>We're working to always improve the service we offer customers.</p> 	<p>Our Right First Time programme has helped us reduce complaints in BT Business by 24%. We're also working hard to make things simpler for customers and as a result our 'Net Easy' score (which tracks how easy it is for customers to get issues fixed) has increased by two percentage points.</p>	<p><b>We've got the systems and people in place to give you the support and answers you need, when you need them.</b></p>
<p>Our people are helping us improve service for customers.</p>	<p>Our internal programmes encourage employees to identify opportunities to improve customer service. This year our award winning New Ideas Scheme received more than 1,000 submissions and last year 671 teams from across the globe took part in our My Customer Challenge Cup competition.</p>	<p><b>We'll proactively identify areas where customer service is not as good as it should be, and work together to make improvements.</b></p>
<p>When things go wrong – we take quick action to get things back on track.</p>	<p>When record rainfall in 2012 led to flooding across the UK we focused our resource on fixing faults as quickly as possible and hired an additional 1,600 engineers to help with both repair work and new orders.</p>	<p><b>You can be sure we're constantly trying to improve the service we provide to you by keeping our promises, keeping you informed and acting quickly to fix things when they go wrong.</b></p>

## EXPERIENCE.

FACT	PROOF	CUSTOMER BENEFIT
We're working with many of the world's most demanding businesses.	Our customers include the London Stock Exchange, the London Ambulance Service and 94% of the FTSE 100 companies.	<b>We've got a great range of experience to share with you. You can learn from peers who've faced similar challenges, helping with your own projects.</b>
We can deliver on the most complex of projects.	As the official communications service partner to London 2012, we delivered on all 42 contractual milestones – on time or ahead of schedule.	<b>You can trust us to deliver what we promise, when we say we will.</b>
We'll be there when business demands change, often at short notice.	During London 2012, our network successfully coped with a 25% spike in traffic. 	<b>When things change, we'll step in and do what we need to do to help keep your business running smoothly.</b>
We're financially stable.	We reported revenue of over £18bn in 2012/3.	<b>We're here for today and tomorrow, making it easier to build long-term, strategic partnerships.</b>
We've a history of managing high volume contact centres.	We celebrated the 75th anniversary of our 999 service in 2012. And of the 31 million calls received each year, 98% are answered within 5 seconds.	<b>You can count on BT for reliability and professionalism. We can also share our experiences with you to help develop your own contact centre.</b>

## CREDENTIALS.

FACT	PROOF	CUSTOMER BENEFIT
As a responsible and sustainable provider, we're committed to improving lives and ways of doing business to benefit our customers, society and the environment.	We've set 3 challenging goals to achieve by 2020 as part of our 'Better Future' programme. These focus on connecting people digitally, making sure we do more environmental good than harm and providing the skills and technology to support good causes.	<b>You'll be working with an ethical supplier who shares your values, plus our experience here means we can help you meet your own CSR initiatives.</b>
We aim to provide more than 9 out of 10 people in the UK with access to fibre based products and services by 2020.	We've already invested £2.5 billion to achieve speeds of up to 300Mbps on demand and over half the people in the UK now have access to fibre based products and services.  By the end of Spring 2014, we aim to bring superfast broadband to two-thirds of the UK, and we're accelerating our plans to reach 90% coverage by the end of Spring 2015.	<b>The internet can help everyone, giving them better access to information, education and jobs, and that will benefit us all.</b>
We'll help our customers reduce their carbon emissions by at least three times the end-to-end carbon impact of our business by 2020. 	We met our target to reduce our UK emissions by 80% three years early. And we've achieved our energy reduction target for the fourth year running.  We've achieved this using conferencing, enabling flexible working (10,000 of our employees work from home and 65,000 are able to work flexibly) and using less resource-intensive products.	<b>Your business will benefit from having access to products and services that can help you reduce your own energy use and carbon emissions. Plus we can share our expertise with you, helping you to successfully roll out flexible working. And we'll all benefit from helping society live within the constraints of our planet's resources.</b>
We've committed to using our skills and technology to raise more than £1 billion for good causes by 2020.	We have a long history of working with amazing causes to improve lives, including ChildLine, which we've supported for more than 25 years. This year alone we helped to generate more than £59 million for good causes.  This includes the 43,600 days our employees volunteered to community projects worth £13 million. And MyDonate (our free online fundraising service where every penny goes direct to charity) which this year helped over 3,600 charities raise £25 million.	<b>You can trust us to act responsibly to help improve the lives of hundreds of millions of people around the world. We can also share our learning with you, for example, you might be interested in setting up a volunteering programme to get your people involved in their local communities.</b>