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## Hosted IP The New 21CN

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## Agenda

- 21CN What is it
- Old and New Worlds
- Connectivity & Applications
- Conclusion

## 21CN – What is It

- BT Upgrade Network to a full IP infrastructure

*21CN - driving a radical simplification*

*21CN - BT's enabling infrastructure for growth*

*21CN - a world class customer experience*

*21CN - greater control, choice and flexibility*

*21CN - today's most complete, exciting and ambitious business transformation*

*21CN - implementation and industry consultation is underway*

*21CN - it applies to our international business too*

*source <http://www.btplc.com/21cn/whatis21cn/index.htm>*

- Accrued annual savings for BT of £1 Billion !
- Introduction of new IP Flexible Voice Products !
  - VLA – Voice Line Access
  - WVC – Wholesale Voice Connect

## Old World

- Large Teleco's pulling all the strings – still the case in GSM Mobile.
- “Wall Garden” product set
- Connectivity and Basic Applications delivered by single supplier – Dial Tone, 1571 etc.
- Expensive and Inflexible
- Different “Pipes” for different service – Voice – Data - Video
- Often reliant on a single ISDN connection – flexible DR expensive.

## The IP World

- Connectivity and Application often from different suppliers
- Open networks - driven by innovation and not only privilege
- Connectivity important but Applications are what drives the sale !
- IP Goes anywhere – DR much easier and cheaper to implement
- Applications include
  - TaaS – Telecoms as a Service
  - SaaS – Software as a Service
  - AaaS – Administration as a Service

## Connectivity

- ADSL 8MB Down, 860K Up
- ADSL 2+ 24MB Down, 1.3MB Up
- LLU 24MB Down, 1.3MB Up
- WiMax 10MB Synchronous
- Lease Line xxxMB Synchronous
- Digital Britain Fibre to the cabinet

IP Voice – Real Time Yes, but only 40K needed per call

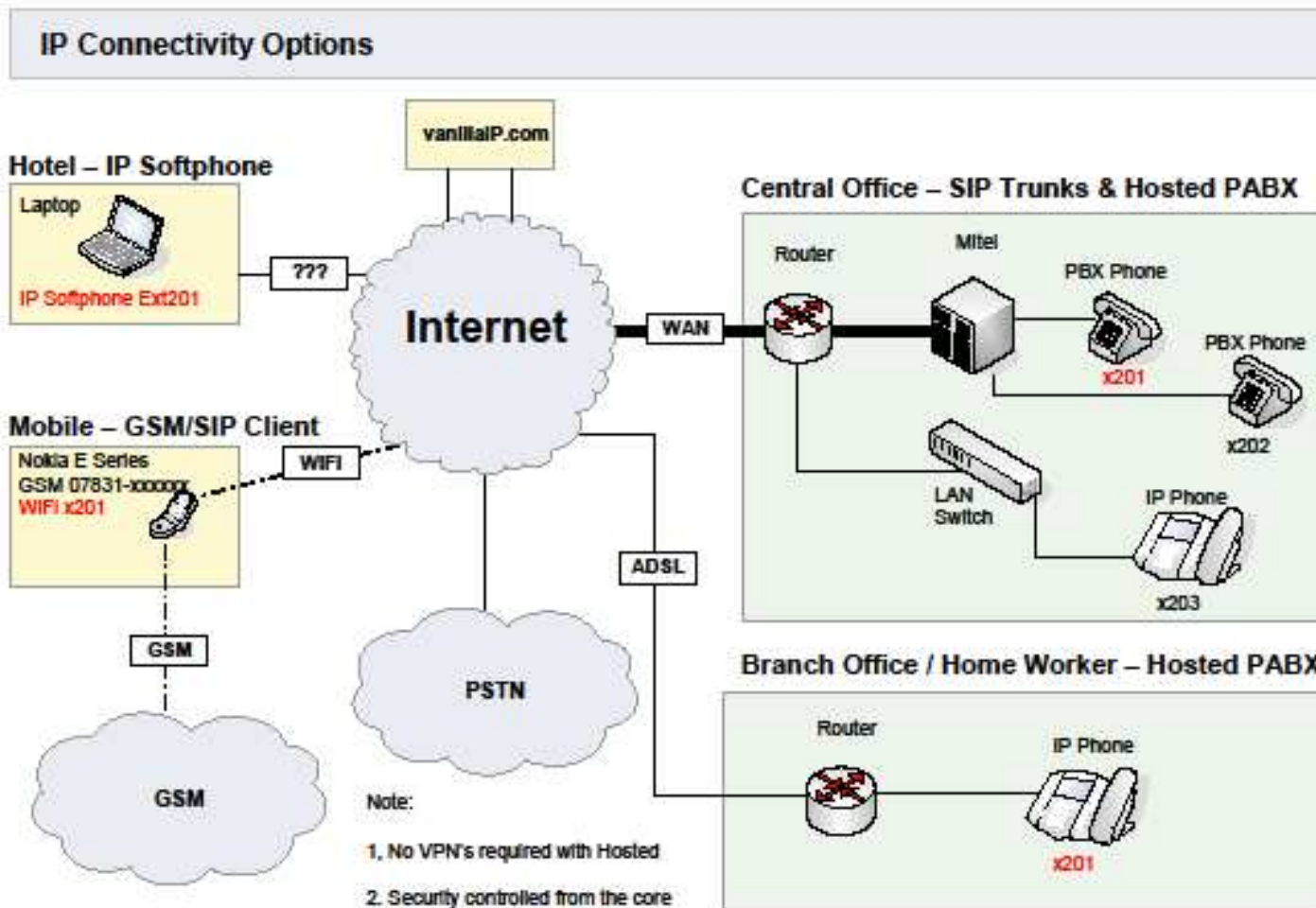
## Applications

### TaaS (Telecom as a Service)

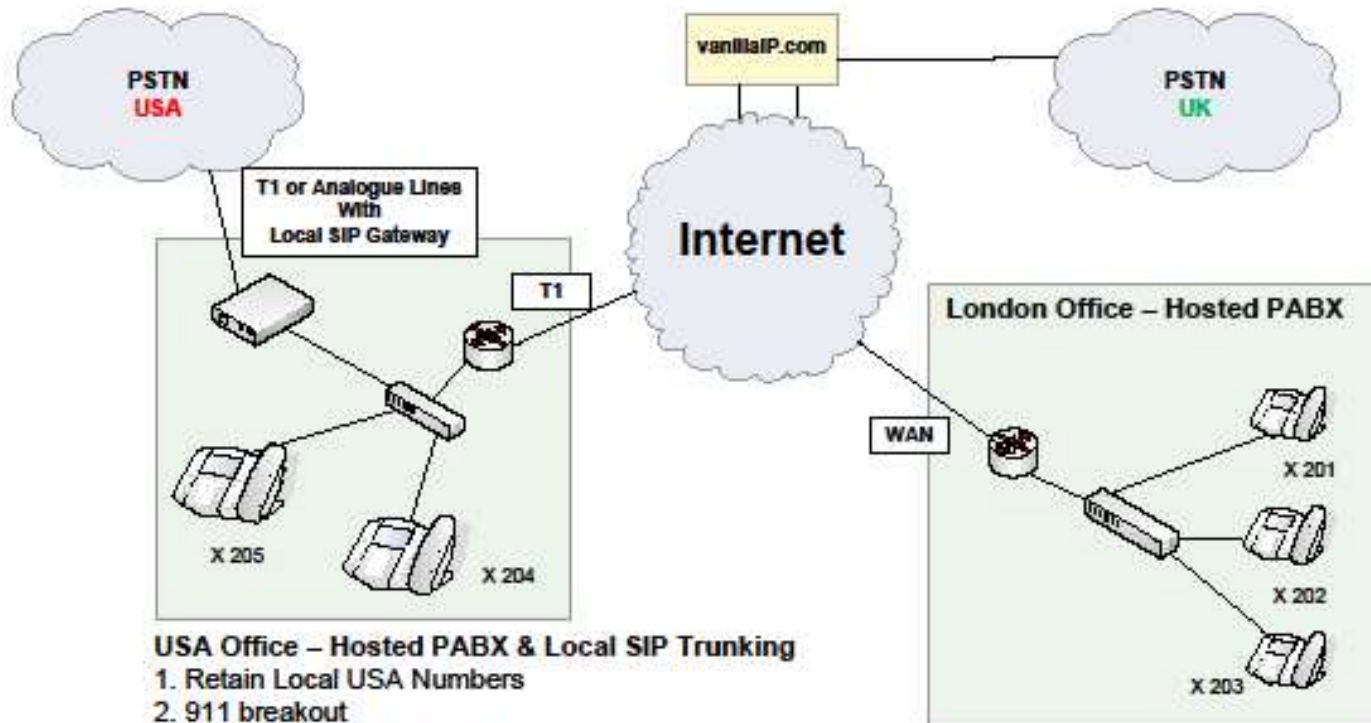
- SIP Trunking
- Hosted PABX
- Numbers – Geo and Non Geo and International
- Call Recording
- Mobile GSM Integration

### SaaS (Software as a Service)

- MS Exchange E Mail
- CRM - Salesforce.com
- MS Word



IP Connectivity- International Connectivity



**USA Office – Hosted PABX & Local SIP Trunking**

1. Retain Local USA Numbers
2. 911 breakout
3. USA Call are "local" calls
4. Desk to Desk Dialling etc

## AaaS – Administration as a Service

The screenshot shows a web browser window displaying a management interface. At the top left, there is a placeholder for a logo labeled "YOUR LOGO HERE". Below this, the breadcrumb navigation reads "Demo Reseller - Do Not Delete > Smart Sales Ltd > John's House". On the top right, it indicates the user is logged in as "letmein100 (Logout)".

The main content area is titled "Smart Sales Ltd Sites" and features a horizontal menu with the following options: Contacts, Departments, Details, Device Pool, Group Services, Invoice History, Number Pool, Purchased Licenses, Speed Dials, and Users. A sidebar on the left contains a list of navigation items: Home, My Account, Client Business, Client Business User, Service, Devices & Accessories, Package, Agent, Tariffs & Contract Rules, Number Pool, Hosted Invoicing, and Service Provider.

The central table displays the following data:

|                      | Site Name         | Postcode | Domain | Head Office |
|----------------------|-------------------|----------|--------|-------------|
| <a href="#">View</a> | John's House      | LS225HG  |        | No          |
| <a href="#">View</a> | London Office     | SW100SZ  |        | Yes         |
| <a href="#">View</a> | Manchester Office | M45BA    |        | No          |
| <a href="#">View</a> | Tony Home         | TW94EB   |        | No          |

Below the table, there is a button labeled "Add Business Site".

## Conclusion

- What of 21CN is available TODAY from the new SP's

|   |            |            |
|---|------------|------------|
| <i>21CN - driving a radical simplification</i>                                      |            | <u>Yes</u> |
| <i>21CN - BT's enabling infrastructure for growth</i>                               |            | <u>No</u>  |
| <i>21CN - a world class customer experience</i>                                     | <u>Yes</u> |            |
| <i>21CN - greater control, choice and flexibility</i>                               | <u>Yes</u> |            |
| <i>21CN - today's most complete, exciting and ambitious business transformation</i> |            | <u>Yes</u> |
| <i>21CN - implementation and industry consultation is underway</i>                  | <u>Yes</u> |            |
| <i>21CN - it applies to our international business too</i>                          |            | <u>Yes</u> |

- Powerful and flexible Applications “Business Benefits” for Clients
- New and Exciting Revenue Streams today for Resellers

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## Thank You

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