



BT operates in more than 170 countries and is one of the world's leading communications services companies. It is a major supplier of networked IT services to government departments and multinational companies. BT is the UK's largest communications service provider to consumer and business markets and is made up primarily of four customer-facing lines of business: BT Retail, BT Global Services, Openreach and BT Wholesale.

Market

BT operates in a thriving, multi-trillion pound industry that spans the whole world. In recent years the global communications market has been focused on convergence, whereby the boundaries between telcos, IT companies, software businesses, hardware manufacturers and broadcasters have become intertwined to create a new communications industry – driven by the relentless evolution of technology and insatiable customer demand for innovative communications solutions.

Product

BT provides a wide range of world-class communications solutions for all types of business organisation – from sole trader start-ups to multi-site global enterprises. The company's vision is to be dedicated to helping customers thrive in a changing world, through easy to use products and services that are tailored to their needs.

For business customers, traditional products such as calls, analogue/digital lines and private circuits are combined with products and services that exploit 'cloud' computing. Broadband, email, VoIP and online applications all help small and medium sized enterprises (SMEs) to keep in touch with their customers, employees and suppliers. BT's domain and web-hosting services also make it easy for businesses to get online whilst its mobile services help them to work on the move. Cloud computing has great potential for delivering IT services to SMEs at lower prices.

In the UK, BT Business customers have benefited from a number of firsts in the



communications market. BT was the first provider to launch an unlimited calls, lines, broadband and mobile option to SMEs via the BT One Plan Plus package. Meanwhile, BT Tradespace was the first ever business social networking site to launch in the UK, helping companies to interact with their customers as well as each other.

For larger enterprises, governments and multinational corporations, BT Global Services provides networked IT products, services and solutions. This includes a range of specialist network-centric propositions such as high performance networking, applications management, outsourcing and managed services.

Bringing it all together for a better world

Achievements

BT has successfully transformed itself in recent times. It has evolved from being a supplier of telephony services to become a leading

1984	1991	2003	2005	2006	2008
BT is privatised, making it the only state-owned telecommunications company to be privatised in Europe.	British Telecom is restructured and relaunched as BT.	BT unveils its current corporate identity and brand values, reflecting the aspirations of a technologically innovative future.	Following the Telecommunications Strategic Review (TSR), BT signs legally binding undertakings with Ofcom to help create a better regulatory framework.	Openreach launches and is responsible for managing the UK access network on behalf of the telecommunications industry.	BT becomes the Official Communications Services Partner and a Sustainability Partner for the London 2012 Olympic and Paralympic Games.

global provider of innovative communications products, services, solutions and entertainment products. BT's business customers range from multinational, multi-site corporations to SMEs and start-ups. The UK Government, Unilever, Thomson Reuters, Microsoft, Volkswagen, Volvo, BMW, Fiat and the Spanish Government are just some of the organisations working with BT to maximise the power of networked IT and communications services. In November 2010, BT Global Services was named Best Global Operator at the World Communications Awards.

BT is one of six sustainability partners to the London 2012 Olympic and Paralympic Games. It is working hard to minimise the environmental impact of its activity wherever possible and last year became the first partner to the Olympic Games to commit to assessing the impact of the products and solutions it will be providing.

It is working with Race Online 2012 to help get at least 100,000 people online for the first time by 2012. BT has been helping people to get online since 2002 and its Get IT Together campaign is bringing the benefits of information communications technology to disadvantaged communities across the UK.

BT is developing the UK's biggest corporate wind power project outside the energy sector. BT Carbon Clubs are encouraging employees to raise awareness of how energy savings can be made at work, in homes, schools and in the wider community. Its solar energy installations at its US headquarters in California have also won BT awards further afield.

Recent Developments

BT continues to invest in bringing faster, more feature-rich services to its customers and plans are well underway to roll out super-fast fibre



broadband to two-thirds of UK homes and businesses by 2015. BT's £2.5 billion investment is the UK's largest ever investment in super-fast broadband and one of the biggest commercial investments in fibre in the world. It will deliver a range of services for customers, giving them top speeds of up to 100Mb/s with the potential for speeds of more than 1,000Mb/s in the future. This will allow them to run multiple bandwidth-hungry applications at the same time – for example in the home, some family members could be watching high definition films, while others play online games or work on complex graphics or video projects.

In recent years, BT has been transforming itself into a networked IT services company.

It continues to develop technology and platforms internally, changing from a hardware-based business to a software-driven company, so that it can deliver new software services for customers at the push of a button rather than through a process involving screwdrivers, rewiring and customer visits. This is dramatically increasing the speed at which BT can design new services and deliver them to its customers.

Promotion

BT is the Official Communications Services Partner for the London 2012 Olympic and Paralympic Games, and a Sustainability Partner. Responsible for providing key communications services to the operational workforce and at Games venues, BT is at the heart of the biggest event the UK will stage in the next decade. In addition, BT has exclusive marketing rights to use the London 2012 brand within its category.

In 2010 BT Retail launched its new super-fast fibre broadband, BT Infinity, which is being rolled out across the country. To demonstrate the benefits of up to 40Mb fibre broadband, the BT Infinity Bus was born. Touring the country across the summer, the bus was fitted out with demos that showcased the benefits for both homes and businesses. Events were held for local influencers, small businesses and consumers.

Brand Values

BT's corporate identity defines the kind of company it is today – and the one it needs to be in the future. Central to that identity is a commitment to create ways to help customers thrive in a changing world. To do this, BT focuses on 'living' its brand values, which are as follows: Trustworthy – doing what it says it will; Helpful – working as one team; Inspiring – creating new possibilities; Straightforward – making things clear; Heart – believing in what it does.



Things you didn't know about BT

Thanks to BT, more homes in Britain now have access to broadband than have access to mains water.

Eighty-nine per cent of the Forbes Top 500 global companies are BT customers, and the world's top 10 global stock exchanges depend on BT infrastructure.

BT Conferencing is the number one provider in Europe; the use of conferencing has reduced BT's own carbon footprint by 100,000 tonnes of CO₂.

In 2010, BT became one of the first organisations in Europe to have a data centre accredited by the European Commission for energy efficiency; Cardiff International Data Centre is now officially one of the greenest in Europe.

2009	2010
BT becomes a Premier Partner of the Cultural Olympiad with the launch of the National Portrait Gallery/BT Road to 2012 project: commissioning 100	BT picks up four awards at the World Communication Awards: Best Global Operator, Best Wholesale Carrier, Best Technology Foresight and The Green Award.