



Complete control

BT Vision, BT's next generation television service was launched on December 4th.

At the same time, BT announced three major deals with content providers – Setanta, Warner Bros and EMI Music UK – bringing an even greater choice of sport, music and movies to BT Vision customers.

Available without a regular monthly subscription, BT Vision is delivered through the V-box, a HD ready set-top box which contains a personal video recorder (PVR). BT Vision also features a "Replay TV" service, allowing customers to catch up with some of the broadcast TV programmes they may have missed during the previous week.

BT is giving away the V-box – worth £199 – for free to existing and new customers who sign up to a new contract with BT Total Broadband.

BT Vision customers will have access to an extensive library of on-demand content via their broadband. This includes entertainment to suit every taste. There will be current and library movies, music videos, concerts, kids' programmes, recent and classic television including drama, comedy, documentaries and other genres. The library will enable people to watch programmes at their convenience rather than the schedulers'.

Customers will also receive more than 40 Freeview channels through their aerial.

Ian Livingston, BT Retail chief executive said: "BT Vision is all about giving control to the viewer – control over what they watch, when they watch it and how they pay for it. We believe that broadband can transform television and take it into a new era. BT Vision is ideal for people who want more choice than Freeview delivers but who want that extra choice without being tied to a pricey, long-term subscription."

- [More](#)
- www.bt.com/btvision

New star attractions...

★ From next season, BT Vision customers will have access to live FA Premiership football. Following a deal with broadcaster Setanta, BT Vision Sport will be offering live FA Premier League games, live Scottish Premier League games, live Nationwide Conference games and other European football Leagues. There will also be access to PGA golf and many other sports. [More](#)

★ BT Vision customers will be able to choose from a massive range of Warner Bros current blockbuster titles and classic movies for immediate viewing on the television. Titles include latest movies such as Superman Returns, classics such as The Shining and Full Metal Jacket and family favourites such as the Harry Potter franchise. [More](#)

★ A deal signed with EMI Music UK means BT Vision customers can have access to all available music videos from EMI's extensive back catalogue and a selection of long-form programming. This will make available, on-demand, video content from EMI artists including Lily Allen, Kylie Minogue, Coldplay, Gorillaz and KT Tunstall, amongst others. [More](#)

Next-generation know-how goes global

BT's newly established 21C Global Venture (21C GV) business unit will provide world-class NGN consultancy services to communication providers across the globe.

Launched on December 6th, the venture will bring together the unique experiences BT has gained in developing its 21st Century Network, widely regarded as the world's most advanced next generation network.

21C GV will offer BT 21C Transformation Services, providing communications providers worldwide with a complete solution, ranging from initial audit and consultancy services through to the full scale implementation and operation of NGNs.

The first customer to benefit from these services will be Turk Telekom, following a support agreement between BT and Oger Telecom.

21C GV has been established by BT Global Services' carrier services division, Global

Telecom Markets (GTM), in partnership with BT's Group Technology Office.

Paul Reynolds, chief executive, BT Wholesale said: "As the first carrier to embark upon such a radical programme, we had to create the manual as we went along. This included developing the business plan, driving the adoption of open standards amongst vendors, and bringing the rest of industry with us through open and transparent consultation."

He added: "We've learned valuable lessons along the way. We can now help other operators implement or accelerate their NGN programmes with the insights we've gained through 21CN over the last two years."

François Barrault, president, BT International, said: "A next generation network infrastructure



François Barrault:
"World class innovation capabilities."

will soon be considered as a necessity in all countries trying to attract global investors. BT is yet again demonstrating its world class innovation capabilities by making this know-how globally available."

• [More](#)

'Big idea' started with simple thought

Paul Reynolds, chief executive of BT Wholesale, told delegates at December's ITU Telecom World 2006 conference in Hong Kong that BT's 21CN programme had started its life as a simple thought: "To transform our business, eliminate cost and complexity and make life simpler and more flexible for our customers."

During his keynote speech, Paul went on to explain: "Of course, the programme to deliver on this simple ambition has become huge. It is the most significant, the most complex and the widest ranging transformation programme underway anywhere in our industry, worldwide."

He told the conference: "We invested 1500 man years of systems development, we performed more than 500,000 different tests – both in our laboratories and in the field and we installed 2,300 kilometres of new fibre."

"All of this to provide us with the confidence to take that small, but symbolically important, first step and migrate the first customer lines."



Paul Reynolds

Mobility strategy update

Analysts were given an update on BT's mobility and convergence strategy at an event in London on November 23.

Steve Andrews, chief of mobility and convergence, BT Group, used the event to clarify some of the details about BT's forthcoming Corporate Fusion service and to deliver a reminder of BT's approach for providing mobility and converged services.

"Our strategy is about the lifestyles of our customers and creating simplified wireless communications wherever they may be and whenever they want," he explained. "We aim to provide a seamless, wireless experience for them in each and every area of their lives – at home, at work or out and about. That's why we will continue to wirelessly enable as many points of the BT broadband network as we can."

At the event, Steve outlined progress for each product or service in BT's mobility and convergence portfolio. These included BT Fusion, BT Business One Plan, the BT Hub, Mobile Xpress and BT Openzone. He also updated on progress of the BT's Wireless Cities programme and explained why mobility and convergence were at the heart of the company's 21CN programme.

Steve also used the briefing as an opportunity to talk about BT Corporate Fusion. He explained: "BT Fusion for consumer and BT Fusion for business both

use the UMA (unlicensed mobile access) access technology. But Corporate Fusion will utilise SIP (session initiation protocol). There will be two variants of BT Corporate Fusion, a site solution – for single enterprise locations – which is currently being trialled with select BT customers, and a net solution – which really will be anywhere, anyplace anytime, exploiting the real power of 21CN. We expect to introduce the net solution in Q2 2007."

- [More](#)
- Download the BT Mobility and Convergence update Podcast [here](#)



Analyst talks to... Jo Upward

Jo Upward, director, 21CN Customer Experience, BT Wholesale is responsible for running the Consult21 programme which actively involves BT Wholesale's customers in the 21CN transformation.

Why was Consult21 established?

Consult21 was set up right at the beginning of the whole 21CN programme. It's a formal way of enabling BT to work closely with all of the UK's communications providers because of the impact 21CN will have on their businesses and end-customers.

What are the main objectives for the Consult21 programme?

There are three specific objectives for Consult21. Firstly, we must work with industry to ensure that BT's obligatory wholesale products are of the right quality and have the right regulatory specifications as they transition from the old network to the new. Secondly, we are identifying which next-generation products and services should be on the new network and that our all-IP network interconnects successfully with the IP networks of other providers, and thirdly, we work alongside other providers to manage the transition and migration process – which is a huge task.

What's your involvement?

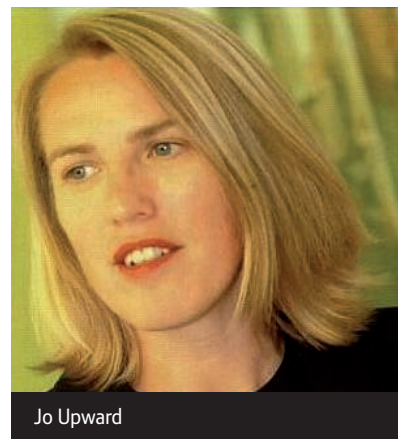
I was actually brought in from Energis about two years ago to run Consult21. BT felt it was

important to recruit somebody from outside of the company to take on this particular role. They wanted somebody that understood and appreciated the issues from a communications provider's prospective. I think that works. I find it very natural to be the 'unreasonable voice.'

What would you consider to be Consult21's biggest achievements to date?

The fact that we've got this far, two years into the programme, without having an Ofcom dispute. That's mainly because of the very collaborative approach we've adopted with our customers. This way of working is a huge departure from the days of disputes, complaints and regulatory skirmishes. I also think the successful migration of the 64 obligatory products that we have in BT Wholesale is also worth noting. Mainly because of the sheer volume of work involved.

But perhaps most importantly, we are immensely proud of just how much influence and involvement the communications providers have had during the programme. They've shaped the processes and are helping to design many of the next-generation products and services that we have in our portfolio.



Jo Upward

What are your immediate challenges?

Mainly to get through the first phase of the migration due in Cardiff, but also we need to make sure our customers are involved in reviewing how it went. That is absolutely critical.

How will you know if the whole Consult21 programme has been a success?

If we can retain the collaborative spirit that's now really evident until the end – that will help demonstrate the programme has been successful. Also if we can say that we have delivered what our wholesale customers want in terms of products to meet their needs and a migration process that minimises impact on their end-customers. Finally, the eventual closure of Consult21 will be an indicator. Because if that happens – it'll be because we've achieved all that we set out to do.

- [More](#)

BT's 21CN goes live in Cardiff

BT has made communications history following the transfer of the first customer lines to its 21st Century Network.

As planned, BT began to move customers in the village of Wick, near Cardiff, to the next generation infrastructure on November 28th. The upgrade, which took place without the need for an engineer visit, new telephone, or a new telephone number, is part of the first phase of the national roll-out of 21CN.

The migration of the first customers to 21CN is a landmark event in BT's next generation network programme. To reach this important milestone BT has re-built around ten per cent of the UK's core national communications infrastructure, installed 21CN equipment at over 100 sites across the UK, and laid more than 2,300 kilometres of new fibre optic cable in South Wales. BT has also invested more than 1,500 man years in developing new IT systems to support the new network.

Reaching this major milestone has also been the result of pan-industry collaboration through Consult21, a forum which provides a regular open platform for all communications providers to understand and influence BT's plans for 21CN. (See this issue's 'Analyst talks to...' above)

- [More](#)



Laura Wess a pupil at Wick and Marcross Church in Wales primary school in South Wales making the inaugural call across BT's 21CN

Profile – Pauline Best

I joined BT 17 years ago as a personal secretary and held various secretarial roles for senior executives in the company. My last position was as personal assistant (PA) to the managing director, Customer Contact Centre, which was a highly rewarding role. Although I enjoyed working as a PA, I felt the time had come to progress my career and to take on a position where all of my skills could be used and where I'd have the opportunity to develop new ones.

A few years ago I worked on a project in media and analyst relations (AR) as a member of the BT Retail public relations team. It was challenging work but I thoroughly enjoyed being part of the project. It was at this point that I decided to take up further education in the area of communications.

Following this, while working in my most recent PA role, the position of analyst relations manager in Group Communications became available. I applied and was delighted to find I'd been successful. I joined the analyst relations team in October 2005 with great excitement as I could now put the experience I had gained from working on the analyst relations project to good use. Learnings from my communications course would also be very useful.

The biggest challenge in my current role as AR manager is broadening my knowledge of

the company's products and services and understanding BT's strategic plan. This is really important because it helps to be able to source information requested by analysts in an efficient and timely manner. I've learned a lot in the past year and look forward to new challenges as I develop my role in the AR team.

My background as a PA has helped me to be able to successfully plan, co-ordinate and work to tight deadlines – all of which are crucial for the delivery of an efficient AR programme. Working closely alongside the head of AR and the line of business AR managers helps me to understand what's going on in other parts of the business. It is very encouraging to work in a team where people are dedicated and committed to providing an excellent service.

I am currently studying part-time for a BA (Hons) in Professional Communications at the London Metropolitan University. Working full-time and studying part-time can be challenging, but my position in Group Communications is invaluable because my work contributes to my study and vice versa! During term, most of my spare time is spent preparing for assignments and getting ready for examinations. When I do get the time, I enjoy contemporary dancing, travelling and the occasional workout at the gym!



Pauline Best

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In Brief

N3SP GETS SEAL OF APPROVAL

N3SP, the unit within BT responsible for building and supporting the broadband network for the NHS under the National Programme for Information Technology, has received one of industry's top accolades for service management with its accreditation to ISO 20000 – the world's first standard for IT service management.

ISO 20000 sets out requirements against which an organisation can be assessed for effective IT service management process and performance. It provides an integrated framework for delivering and managing IT services to the customer, encouraging a more service orientated and customer focused organisation. [More](#)

NEW PRICING STRUCTURE FOR WHOLESALE BROADBAND

BT has announced plans to reduce its wholesale broadband pricing once 1.5m lines have been unbundled. The indicative prices are aimed at offering service providers a cost effective alternative to LLU.

From May 2007, service providers will see the rental charge for BT IPStream reduced by nine per cent, with the price coming down from £8.40 per line per month to £7.63. This price is expected to be reduced further in the second round of changes planned for January 2008. [More](#)

BT SHORTLISTED FOR e-BORDERS INITIATIVE

BT Emblem has been short listed by the Home Office as one of the two potential suppliers to deliver its e-Borders programme, a key Government initiative which will see a transformation in the way it secures and operates the UK's borders. BT is the lead member of the BT Emblem team, which also comprises Lockheed Martin UK, LogicaCMG, Anite, ARINC and BT's strategic alliance partner Hewlett-Packard (HP). [More](#)

MILESTONES FEATURE IN Q2 RESULTS

BT Retail passing the three million mark for broadband connections and LLU connections reaching a million were among the highlights when BT delivered its second quarter and half year results in November.

"These second quarter results show another strong team performance with every part of the business playing its part," said BT chief executive Ben Verwaayen. He added: "Revenue has increased for eleven consecutive quarters and earnings per share were up 13 per cent, the eighteenth consecutive quarter of growth." [More](#)

BT recruits for the future

BT has kicked off the largest recruitment drive for apprentices in the UK's telecoms sector pledging to do more to attract women into the industry.

Openreach – the division of BT that links millions of homes and businesses in the UK to communications providers' networks – is looking to recruit around 400 budding telecoms engineers from across the UK over the coming months ready to start in Summer 2007.

The scheme – described as “outstanding” by the Adult Learning Inspectorate – gives apprentices the chance to “earn while they learn”, acquire new skills and further their education. Openreach is an equal opportunities employer, and is particularly keen to increase the number of female apprentices in a bid to rebalance the perceived notion that this is a male-dominated industry.

BT will be advertising in a range of magazines and online sites in search of its future

workforce, stressing that being an engineer isn't just about being “up poles and down holes”. In fact, being a telecommunications engineer involves a range of skills – both technical and in dealing with the public – and provides a great platform for anyone embarking on their career.

“The scheme provides opportunities for apprentices to build valuable life skills, academic qualifications and NVQ work experience whilst forging a career in the rapidly evolving communications industry,” said Dave Walsh, head of apprenticeships for Openreach. “This presents a fantastic opportunity for anyone interested in a career in telecommunications.”



Openreach apprentices have their say



Luis Segui was 20 when he started the BT Apprentice scheme. Three years later he'd completed his training and was looking to begin his working life as a qualified Openreach engineer.

“My Dad worked for BT for 20 years so I was brought up with it,” explains Luis. He'd worked hard and earned good GCSEs and A Levels, but thought twice about going to university.

“A lot of people were going to uni but I wasn't sure what I wanted to do. I wanted to work in engineering and wanted to be hands on,” he says, “but I also wanted to continue working for qualifications.”

Which is why the BT Apprenticeship scheme seemed such a good opportunity – it offered Luis the combination of further education and practical hands-on training that he wanted. In September 2006 Luis qualified with NVQ and BTEC in Telecoms, plus an HNC and HND in Business Studies.

But the ambitious 23-year-old had other ideas. Within two months of finishing the scheme he was promoted to Operations Manager and is now responsible for 22 engineers and five exchanges in the Docklands area of London with an office that overlooks West Ham's football stadium at Upton Park.

“The apprenticeship scheme has put me in a fantastic position in life. I've gone from apprentice to level one management in three years. And it's given me a fantastic education. I'm proud of what I've done. I would definitely recommend it to other people. Openreach is willing to give what you give. And you get out of it what you put in.”

“I've gone from apprentice to level one management in three years. And it's given me a fantastic education.” **Luis Segui**

Sinead Brennan joined Openreach as a customer service engineer in 2004 and is currently in the third year of her apprenticeship. “I wasn't sure about going to university. I had a place at uni but I didn't want to do just education. I wanted a mix of practical and academic work.”

At the moment Sinead is based at High Wycombe working in IT & Robotics, something she's keen to pursue when she finishes her apprenticeship in 2007.

With less than a year left as an apprentice, Sinead is one of a growing number of women embarking on an engineering-based career with Openreach. “Sure, I've been ‘up poles and down holes’. It's great fun. And anyone can do it.”

And she's quick to defend the role of women. “Being a telecoms engineer is not just a male job. Of course it's physically challenging but you get round that by using different techniques. By using your head as well as your hands.”

Indeed, it seems Sinead may even be doing her bit to recruit more women into the BT Apprenticeship scheme.

“I've already recommended the apprenticeship to a couple of my friends and they're seriously thinking about signing up,” she says.

“Being a telecoms engineer is not just a male job. Of course it's physically challenging but you get round that by using different techniques. By using your head as well as your hands.”

“I've already recommended the apprenticeship to a couple of my friends and they're seriously thinking about signing up.”

Sinead Brennan

Acquisitions, Wins & Launches

Acquisitions

BT has acquired the assets of Telexis Brasil, Fiat's Brazilian telecommunications business. Telexis provides services to both Fiat Group and external customers.

The transaction follows the acquisition of Fiat's Italian telecommunications subsidiary, Atlanet, which was completed in February 2006. It is a significant planned step in the delivery of BT's global contract worth 450 million Euros over five years to supply telecommunications services to Fiat, as more than 30m Euros of this value is contributed from Brazil. [More.](#)

Counterpane Internet Security Inc, a leading provider of managed networked security services, has been acquired by BT as part of BT's strategy to expand and develop its global professional services capabilities. Counterpane currently monitors 550 networks worldwide for multinational and Fortune 100 customers. The company is based in Mountain View, California. [More.](#)

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, is transferring a substantial portion of the company's European Networking Infrastructure Services (NIS) operations. BT will engage approximately 250 of Capgemini's NIS employees in Europe, including the UK and Spain. The company will provide NIS services to Capgemini customers, supplementing transferred Capgemini employees with BT staff. [More.](#)

Wins

BT has signed a seven year managed services agreement with PepsiCo Inc. BT will provide and manage an integrated portfolio of data, LAN, security, conferencing, remote access, and internet services. In addition, BT will migrate these services to a state-of-the-art, high-speed, IP-based global MPLS infrastructure. [More.](#)

Société Générale Corporate & Investment Banking has selected BT Radianz to expand access to its equity execution product to a global community of more than 10,000 financial service sites. [More.](#)

Financial institutions in the United States and Europe will now be able to gain cost effective access to the trading applications and market data services of the Mexican Derivatives Exchange (MexDer) using the BT Radianz shared market infrastructure. [More.](#)

BT is to operate a state-of-the-art data network for 236 local government authorities of Germany's Rhineland-Palatine region as well as central IT services for the registration of residents. The contract will run for four years and its total value will be in the double-digit millions. [More.](#)

National Database & Registration Authority (NADRA), Pakistan has selected BT to provide a satellite-based solution linking remote sites across the country to its registration database in Islamabad. [More.](#)

BT has been selected as a sub-contractor to Atos Origin to deliver a managed network service for the Department for Constitutional Affairs. The contract is worth £126 million over ten years. [More.](#)

Quant House, a provider of ultra low latency market data feeds and solutions for quant traders, will use BT Radianz's shared market infrastructure to expand access to its market data services, including QuantFeed. [More.](#)

International law firm Norton Rose has selected BT to provide a total business continuity and disaster recovery solution for the next decade. The deal, worth over £5 million, sees Norton Rose using BT to provision its data storage and remote data centre facilities, including related security and high speed network links between centres around the world. [More.](#)

Launches

For the first time in the UK, businesses can save time, money and hassle by combining their landline, mobile and broadband services into one package BT has launched the BT Business One Plan, the UK's only "triple play" service designed for business, which gives customers a wide range of cost and time saving benefits. [More.](#)

Dabs.com has launched a new virtual video library to enhance its existing collection of dabs.tv streaming video clips which show the most popular computing and consumer electronics products in action. [More.](#)

BT is to make Channel 4's programming available on-demand on BT Vision, its next-generation television service. From later this year BT Vision customers will be able to catch up on the Channel 4 schedule and watch some of the channel's most popular TV programming through Channel 4's on demand service, 4oD. [More.](#)

BT, in collaboration with Cisco and OneWorld charity has launched Lifelines, a phone-based information service which provides vital information to rural communities in India. [More.](#)

Broadband users can now store all their digital valuables online for free with BT's new Digital Vault. Users can keep everything from movies, music, e-mails and address books to photos, documents and presentations in a single secure virtual deposit box – protecting it against PC 'crashes', theft or accidental deletion. [More.](#)

BT is taking a pioneering role in the global battle against spam by implementing the world's first fully-automated 'spam buster' system to track down and tackle professional spammers and 'botnet'-infected customers on the BT broadband network. [More.](#)

BT Auto-ID Services has launched BT Constructnet, a real-time tracking solution designed to help contractors improve supply chain efficiency. Tracking items from manufacture through logistics to consolidation centres and construction sites will help reduce the risk of projects being delivered late and over-budget. [More.](#)

A major programme to tackle problems such as anxiety, depression and stress in its workforce has been launched by BT. The company has worked with its trade unions to create the Work Fit – Positive Mentality campaign which provides practical guidance to its 104,000 employees across the globe on how to improve their mental health at work and at home. [More.](#)

BT España has launched BT VIP, an IP Telephony service targeted at small and medium businesses. The end to end managed services integrates voice services, ADSL, internet access and switchboard, as well as management and maintenance of telephone lines. [More.](#)