Background

BT is a leading provider of communications solutions serving customers throughout the world. BT Group is one of Europe’s leading providers of telecom services. Its principal activities include local, national and international telecom services, higher-value broadband and Internet products and services, and IT solutions. In UK, BT serves over 20 million business and residential customers with more than 29 million exchange lines, and provides network services to other licensed operators. Various businesses of BT:

BT Retail

BT Retail is the UK’s largest communications service provider to residential and business markets with 21 million customers and 48,000 employees.

It has three main customer groups, consumer, business and major business or corporate for whom it provides everything from traditional telephony services, mobile technology, Internet access and web-based services, through to help and advice.

BT Exact

BT Exact is BT’s research, technology and IT operations business. It helps BT and its customers gain maximum advantage from communications technology, creating value and competitive advantage by combining its deep knowledge of networks and networked applications with proven skills in innovation, change management and IT operations.

BT Wholesale

BT Wholesale is at the heart of the BT Group, providing network services and solutions to communication companies. BT Wholesale has more than 500 customers. The company provides services within BT just as it does to other communications companies.

BT Global Services

BT Global Services is BT’s business services and solutions division, serving customers worldwide from a broad Information and Communications Technology (ICT) portfolio. This ranges from desktop and network equipment and software, transport and connectivity, IP-based e-business solutions, managed network services and systems integration to consultancy for complex global requirements.

BT in India

BT has been in India since 1987. Some highlights to note about BT in India are:

- Launched the first managed data service (Frame Relay)
- Established the international customer relationship office in 1995
- Launched the first managed international private line service
- BT has two outsourced call centres – Noida and Bangalore, with a total of over 1400 agents….and growing
BT businesses in India:

MBT

BT has a 43 per cent holding in a joint venture with Mahindra and Mahindra – MBT. Founded in 1988, MBT is a leading IT services provider dedicated exclusively to the telecommunications industry. Its telecom expertise includes product development, maintenance and services to support CRM, billing, security, new product integration, testing, network management, network planning & inventory management, and a wide range of other offerings for next generation and legacy systems.

BT Global services

BT Global Services is the business services and solutions division of BT. BT Global Services’ portfolio ranges from desktop and network equipment and software, transport and connectivity, IP-based e-solutions, managed network services and systems integration to consultancy for complex requirements.

Over the last two years, BT in India has:

- Rebuilt BT’s infrastructure in India - with local partners
- Continued expansion of the infrastructure, ahead of customer demand
- Grown the BT organisation and portfolio to support the customers across India
- Developed close working relationships with local partners
- Opened the Pune customer management centre
- Deployed some of the largest managed services networks in India
- Now serving 200 customers, of which about 100 are managed services customers
- Commitment to the community it works in - Sponsorship of a school in Delhi which provides IT training for underprivileged children

Other operations

BT has partnered with VSNL and Bharti to provide leased circuits and traditional voice services. Managed data services are offered in association with Bharti. BT started its India Customer Management Centre in Pune.
in January, 2005 to support customers in the entire Asia-Pacific region.

Factors for Success

BT in India owes its success to its focused approach, relationships with customers, professionalism and commitment to quality.

In addition,

- BT has People 'on the ground' to support the customers – includes account management, service management – and a single point of dedicated contact
- BT customers are directly linked into BT's world leading global agile IP network - reliable, flexible, ubiquitous, secure and scalable
- Global customer service model - support for all its customers’ locations around the world
- Access to BT’s world class global portfolio - allows the customers to do business more efficiently
- Continued investment in people, products and infrastructure

BT’s Portfolio, offered through local Indian partners

BT’s world class global portfolio, offered through its local Indian partners, has provided BT’s customers with a great advantage in supporting the growth of their global communications needs:

The portfolio comprises:

- Managed Services: ATM, MPLS, Managed Voice, Frame Relay, Remote Access Services, Managed IPL
- Value Added Services: AAI (Applications Assured Infrastructure) Managed Security, Managed Mobility Consultancy
- Network Centric Outsourcing
- Integrated Call Centre Solution
Leveraging the India Advantage

India is now on the global agenda of BT:
• Most CEOs and CIOs internationally have India high on their agenda
• World class ITES companies in India
• Knowledge BPO
• Sustainable cost and quality advantage
• India is on the critical path for corporates looking to improve business processes

Cost-effectiveness and expertise in back office operations

India now has a real understanding of back-office operations, which is not just restricted to contact centres or software development but highly specialised informatics knowledge centres. BT leverages these advantages to help customers who have moved some of their operations in India, to ensure that operations remain a seamless part of an organisation. At the same time, India’s cost structure allows the company to offer quality services at costs much lower than at its home location.

Qualified Engineering and IT Resources

India has an extensive pool of highly qualified engineering and IT resources. BT has been leveraging this advantage to develop solutions and offer customer management services out of India.

Future Plans

BT has a strategy of supporting its customers in India, and helping them develop their businesses through the provision of world class networked IT services.

BT will continue to provide services, through its partners in India, in order to continue supporting the customers in their business activities in India. BT’s commitment to India is for the long term, as is demonstrated by facilities such as the opening of the Pune customer management centre in January 2005.

BT in India: At a glance

• BT has been in India since 1987 and currently employs over 7000 people
• BT partners with VSNL and Bharti to provide leased circuits
• Traditional voice services are supplied through partnerships with VSNL and Bharti
• Managed data services are offered in conjunction with Bharti
• MBT joint venture (43 per cent owned by BT) is India’s 7th largest software exporter
• MPLS based IP infrastructure, operational since 2004, connects to BT’s global MPLS infrastructure, operational in 70 countries