

Gordon makes sparks fly across his kitchen. Not across his networked IT.



Gordon Ramsay may be one of the world's finest chefs, but as for his restaurants' IT and communications needs, he's more than happy to leave it to the professionals.



Gordon knows that to succeed in business, you need to concentrate all your efforts on what you do best. Success needs true dedication – it's all too easy to waste time and effort trying to sort things out when you really should be doing something else. That's why you won't find Gordon pulling wires out of his Broadband router when he could be picking wines for his menu.

It's the same for us. At BT, we concentrate on helping all companies, large and small, thrive by improving their IT and communications. Our straightforward, cost-effective solutions enable you to look after your customers and stay in touch effectively with your colleagues, while our managed services do the work for you. We can help you control and cut costs; reduce the number of suppliers you deal with and benefit from the latest technology. By designing, installing, operating and supporting, we give you more time to do what you do best – managing and growing your business.

It's just one reason so many successful companies turn to BT for their IT and communications needs. We're fairly certain it's not our catering.

Bringing it all together **BT** 

IT • communications • support

  18531775v1	customer	BT	account director
	client	CROSS - BUSINESS SALES	account manager
	campaign	BUZZ 2	creative director
	job title	BS 2 PAGER	art director
	size	297MM H X 210MM W	designer
	deadline		artworker
	language	ENG	copyrighter



Are you wearing too many hats?

When you're focussing hard on your goals, sorting out IT problems is a distraction you can do without. We can provide you with the tools to give you peace of mind against security threats. We help protect your business data and keep you automatically updated with the latest advances in IT.

This means you can stay connected to both your customers and your colleagues, giving you the freedom to do what you do best – making sure your business thrives.

- **Total Broadband** – Designed for business, BT Total Broadband offers great value for money, and covers all your needs now and in the future with unlimited calls to a dedicated freephone helpdesk available 24/7.
- **Internet Security Pack** – Provides the most up-to-date protection against all known online threats including viruses, spyware and phishing. Also includes a firewall, content filtering and pop-up blocker.
- **PC Backup** – Remotely backs up PC data whenever and wherever you connect to the Internet. Data is encrypted before being sent and stored at multiple data centres for complete protection.
- **Workspace** – For customers who don't have the time or expertise, our advanced online collaboration service offers an affordable and highly effective way of storing and sharing information from anywhere with internet access.
- **Tradespace** – Brings businesses together with potential customers in an online business community. Helping you to reach more customers by driving business through SMS and Click-to-Call.

Afraid of cutting edge technology?

We take the hassle and worry out of managing your IT. 94% of our customers rate our IT support service as either good or very good¹. So whether it's in assessing your business needs, or installing, managing and upgrading your systems efficiently, you're in safe hands.

- **IT Support Manager** – Unlimited IT support² and advice from BT's UK based technical support centre from as little as 33p per user per day³. Using remote access, our experts work 24/7⁴ to address your IT issues, typically in minutes.
- **IT Site Manager** – IT Site Manager Service from BT keeps your systems running reliably by taking care of all your day-to-day IT maintenance and user support. This service includes a comprehensive 24/7 remote PC monitoring and server management service delivered by our UK-based support team which can be backed up by on-site visits, and any replacement parts that may be required.

¹ Percentage based on an average score during a BT interactive survey undertaken June/July/August 2007.

² Fair Use Policy applies.

³ Minimum 12 month contract applies. Based on £10 per PC per month.



⁴ 24/7 support excludes bank holidays, see website for details.

IT Support Manager helpdesk calls are charged 0845 rates – up to 4ppm on the business BT network (5.875p minimum fee). Mobile and other network costs may vary. See www.bt.com/pricing for details. Minimum 12 month term applies.



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Should being out mean being out of touch?

Flexibility and mobility in communications are vital ingredients in the fast paced world of business. We can provide you with all the systems necessary for you to respond quickly and efficiently to enquiries, wherever you are. As a result you're free to get on with doing what you do best – running your business.

- **Business Email** – All the benefits of a big business email system without the need to run an in-house email server. This Microsoft Exchange-based system allows everyone within your company to share calendars, address books and folders from anywhere they have Internet access.
- **Office Anywhere** – Keep your key people constantly in touch wherever they are, with a smartphone that slips into your pocket. In addition to real-time email, Microsoft® Office software and web browsing, it comes with mobile VoIP for cost-effective calling worldwide via Wi-fi.



Do you want to provide a better service?

Fast, reliable service is integral to a thriving business. Delivering it and achieving customer satisfaction is crucial to your success. BT can help you manage your customer and supplier communications efficiently and effectively, leaving you free to concentrate on other aspects of your business.

- **Featureline** – Advanced call handling without the expense of installing and maintaining an on-site system. Its productivity enhancing features – including hunt groups, call diversion and call waiting – simply work over the phone line.

Too busy figuring out the cost of calls to make them?

If you want to reduce costs, know what you're paying and keep control of your overheads by consolidating your suppliers, we can help.

- **One Plan** – With a single bill and single point of contact for all your fixed-line, mobile phone and broadband services, BT Business One Plan leaves you free to concentrate on your business.
- **Talktime** – A great new tariff designed to help you control your business mobile costs. It gives you a host of benefits that allow you to use your mobile how and when you want, without having to think of the costs first.
- **VoIP** – Use your Business Broadband for incoming and outgoing calls, saving time and money, across mobile and fixed lines, for both national and international calls.



For more information, please call

0800 400 400



or visit: <http://www.bt.com>



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