

## Press Release

### Voice boost to the Data Centre market

*BT smartnumbers expands into the data centre with immediate success.*

21 February 2011 - BT **smartnumbers** today announces the launch of a new service, BT **smartnumbers** Direct Connect. This new service helps businesses derive further benefit from their data centre investments overcoming the omission of a critical communications service.

“Organisations recognise the benefits of centralising IT services in data centres in order to reduce overheads, deliver business continuity and improve business agility.” comments Andrew Bale, COO, BT **smartnumbers**. “With Direct Connect they are now extending these benefits to include their voice and fax communications. Significant early successes are testament to this.”

Ray Stanton, Global Head, BT Business Continuity, Security, and Governance Capability Unit added, “BT **smartnumbers** has brought our customers an innovative and highly cost effective solution to a critical business problem - how to improve corporate wide resilience and gain greater flexibility from their vital voice services”.

The service opens up a range of possibilities for organisations with a centralised strategy:

- Enables organisations to move from a localised to a corporate-wide business continuity strategy for both data and voice services.
- Offers the opportunity to reduce costs through infrastructure rationalisation, replacing dedicated site specific voice services with centralised services.
- Helps simplify reorganisation of offices and people through the removal of the restrictions associated with geographic numbers.

Leading industry experts BroadGroup Consulting see this as a boost to the data centre market. Steve Wallage, Managing Director, commented, “Many businesses have often simply not considered deploying voice services in their data centres, which are often short of space and power. There are also often internal issues in securing space in the data centre, with telecoms, IT and facilities management groups having different priorities. For many organizations, putting voice into the data centre can be both highly cost effective and makes strategic sense, and this market is likely to grow strongly.”

## **About BT smartnumbers**

BT **smartnumbers** offers a rich portfolio of services to meet the needs of organizations who seek greater flexibility and resilience from voice and fax communications delivered from the public telephone network.

The services have been widely adopted by many of the UK's largest public and private sector organizations; including most major financial businesses, the Ministry of Defence and other Government departments, and the retail sector.

Typical uses include improvement in business resilience, support for the relocation of large numbers of staff as part of estate rationalisation programmes, and the improvement in the routing, distribution and consistency of call handling across dispersed property.

For more information visit [www.btsmartnumbers.com](http://www.btsmartnumbers.com), call our Marketing team on 0203 162 3040 or email [info@btsmartnumbers.com](mailto:info@btsmartnumbers.com).