



## ***BT Versatility***

*Communications without  
the complications*

Business is all about communication.

Talking to customers.

Finding out what they want.

Exceeding their expectations.

Being there whenever they need you...

*BT Versatility makes it easier for you to  
do all these things – and more.*

*From now on, it could be a lot easier for  
you to communicate in the new  
e-business world.*

# *BT Versatility*

*One sound investment*



**BT Versatility gives your business all the communications tools you're likely to need in the foreseeable future. From simple call handling through to data networking and e-commerce applications. And there's more to come.**

You can start small with a simple telephone system and a few stylish handsets – and add extra features and applications as and when you need to. As well as smart Featurephones and a string of practical call handling features, this compact system can also provide voicemail to handle calls when no-one's free to answer – and keep your business open all hours. It all adds up to fewer lost calls, less waiting time for customers and the ability to take on more business without taking on more staff.

Add the Internet Module and a whole new dimension opens up, connecting you to broadband or digital lines. With BT Versatility's cabling package, e-business services can be piped anywhere on the premises, to give every user the luxury of fast connections to the internet for e-commerce, web browsing and email.

**Combine all of this with BT's installation services, finance options, training, telephone helpdesks with remote access and one of BT's maintenance packages, to make BT Versatility the total solution to meet your current and future needs.**

*buys the platform for the future*

# What is BT Versatility?

BT Versatility gives you all the communications tools you need in one easy to use, stylish system. It provides simple telephone communications, feature telephones and a range of call handling features to manage all your external and internal calls. Its snap in, modular design makes it uniquely adaptable.

- It can grow from eight extensions to 32, and connect up to 8 telephone lines.
- Direct Dialling In (DDI) can improve call routing and enhance call management, by providing more numbers that can be dialled into the organisation than there are lines.
- Choose from an impressive range of smart, practical featurephones, plus a powerful, easy-to-use expansion console.
- You can have your pick of more than 50 different call handling features – and have a different set working on each of the phones in your business.
- Voicemail can make missed calls a thing of the past and enable your business to stay open long after the office is closed.
- ISDN will introduce an extra level of sophistication with digital features such as calling line identity and networked call routing.
- The integrated helpdesk facility makes it easy for the smallest of businesses or branches to implement customer relationship management services such as customer care, technical support, telesales, order taking and reservation lines.
- The Internet Module transforms BT Versatility into a sophisticated e-business tool, smart enough to manage all your communications today and tomorrow. Everyone can enjoy 'always on' internet access at broadband speed.
- The specialised hospitality module makes BT Versatility the perfect answer for guest houses, small hotels, accountants and agencies...in fact anyone who needs to bill individual clients.
- BT Versatility keeps business moving even when there's no mains power. The digital system includes one hour's battery backup. Should you need more, BT has a range of uninterruptible power supply units providing up to four hours standby.

## What is a telephone system?

'Switching' helps to reduce costs by sharing the lines which connect the building to the telephone network, and between a greater number of extensions, which can be connected to telephones, faxes and modems. Modern systems such as BT Versatility can with an operator handling every call, but there are many other options:

- By transferring calls to a mobile you could be more responsive to an urgent customer call
- By giving individual teams such as customer service their own team telephone number you could improve call handling by diverting calls to another person or voicemail during busy times
- By joining up to 3 people together on a conference call you can ensure that issues are resolved quickly and projects tracked effectively. Conference calls can take place between people who work both on site and at home or remotely
- By barring and logging calls on selected extensions, costs can be tracked and limited effectively.

**Versatility:** the ability to turn easily or readily from one subject or occupation to another

# BT Versatility



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*Communication without the mayhem*

# The perfect match for a dynamic business

## Whatever your business, BT Versatility always looks the part and does the job

From shops, offices and small hotels, to sprawling manufacturing sites and service centres. Law firms, stately homes and medical centres to petrol stations and mail order companies.

There's a smart expansion console and feature-rich display phones for desktops and shop counters. Plus rugged handsets for site offices, warehouses and factories, where all that's needed is simple call handling from devices tough enough to cope in an industrial setting.

## It can be as simple or sophisticated as you want it to be. Either way, it's always plain sailing

Mix and match to get the solution that's right for you. And then change it, whenever you want to. BT Versatility's snap-in modularity makes it easy to shape a system around your needs, growing from a basic voice system to include powerful voicemail, internet and broadband capabilities. It's quick and easy to install and grow: modern, state of the art cabling packages provide the best infrastructure for growth enabling you to pipe telephone and e-business services anywhere on your premises.

## You don't have to be an expert to make the most of it

There are no codes to remember and no need to look up a manual every time you want to set up and use new features. Your Featurephone guides you through so you always know exactly where you are.

A simple, intuitive PC-based management system with interactive menus guides you effortlessly through the process of managing an advanced voice, data and internet network.

## ...is it for you?

**If your business has a passion for customer service, big plans for the future and limited manpower and money to achieve it then, yes, it probably is.**

BT Versatility is an opportunity for a smaller business to level the playing field with advanced call handling and e-business tools to rival any system deployed by much larger competitors.

It can provide the infrastructure for branch office teams to share knowledge and information over high quality voice connections and fast data and internet links.

It can assist in transforming a nine-to-five high street business into a 24/7 e-commerce operator.

And, if you're not quite ready for all that, and all you want is a simple telephone system to keep business moving day to day, nothing does the job better than BT Versatility.

It's whatever you want it to be.

## Direct Dialling In (DDI)

DDI provides a cost effective way of providing more numbers that can be dialled into an organisation than there are lines. Each extension can have use own number which allows calls to be made direct into it. Direct numbers can be provided for:

- Sales and customer service teams, ensuring customers are connected without going through an operator. BT Versatility extends this further with its Helpdesk facility enabling calls to be shared, placed in a queue with an announcement or sent onto other teams.
- Functional managers, who can answer their own calls or share secretaries to filter their calls and answer with tailored salutations for each manager they support.
- Managing Directors who require a 'private line' ensuring the MD can be contacted directly by the few people whom the number is given out to



***BT Versatility***

*Communication without the obstacles*

# What can it do for you?

## Create a more customer-friendly organisation

There's no substitute for the personal rapport that telephone contact enables you to build up – and in today's 24-hour society, customers expect to be able to make that contact whenever it suits them. Customers often want to be able to complete most, if not all their business with you, by phone – ideally in person. And if you can't arrange for your staff to work unsociable hours, then you need systems in place that can keep business moving when the office is closed. With BT Versatility, you can do all these things without a big capital investment, or getting deeply involved in technicalities.

With more than 50 call handling features, plus voicemail, BT Versatility creates the opportunity to stay close to customers and implement the processes needed to deliver a prompt, efficient service.

## Introduce and inspire new ways of doing business

By putting your products and services within immediate and easy reach of the phone and the internet, you can open up new routes to market – or even entirely new income streams. These simple tools enable you to add value with new services that would be impossible or too costly to deliver any other way – such as customer care and online technical support. Your BT Versatility can also give you the digital connections needed to underpin electronic links with manufacturing, distribution and all the other processes involved in getting your products onto the shelves and your services out on the road.

## Boost productivity and encourage teamwork

BT Versatility connects your business every day, in every way. A project team assembled from a number of locations can work together without actually being together. ISDN digital networking makes desktop conferencing a reality, sharing screens and files, making decisions and taking action, on the spot. Callers can dial members of staff direct, to reduce the load on busy operators and make it easier for people to reach the people and the services they want. Voicemail and call transfer will keep your people in touch with business when they're out or away from their desks.

## ...and your pocket

### Get more from your investment

Technology moves so fast that many businesses are understandably cautious about how much they invest in it. BT Versatility shields you from that risk in a number of ways, reducing the total cost of ownership and providing lifelong support for your business.

First of all, it's designed and built to last. However fast or radically your business changes, it isn't going to run out of steam. You can start small, and invest in extra capacity and power as and when you need it. Its modular structure allows you to take new applications on board as and when they're developed. It's priced to reflect the limited budgets of start-ups and smaller organisations – and there's a rental option available to spread your costs and hedge your bets. BT Contract Rentals allow you to lease the system, with options to buy it or renew your lease at the end of a three or five-year term.

### Voicemail

Whether you love or hate it, voicemail is a vital business tool. If used correctly it adds value by improving customer service and lowering costs:

- It does not have to be applied to an entire organisation. You can choose who uses it and when, so selecting the service offered to customers and suppliers
- Taking messages for colleagues is time consuming and sometimes leads to inaccurate translation. Voicemail allows the caller to directly leave their message, conveying their exact requirements and their urgency
- Each person can have their own mailbox with a tailored updateable greeting, which can be changed easily and messages retrieved securely while on or off site. Callers can also be given the option to be transferred to another extension if the call is urgent
- Voicemail facilities can be given to teams who share access such as sales teams for out of hours enquiries
- It can be used to provide information such as directions and product or maintenance information
- And to collect information such as requests for brochures, made simple by the easy to use rewind and fast forward feature





***BT Versatility***

***Communication without the barriers***

# Smarter ways to talk up business

Smart, practical phones give your people the right kind of support, where and when they need it.



BT Versatility can run up to 32 telephones – from the advanced V16 backlit Featurephone through to the basic V phone.

## **BT Versatility 16**

The V16 Featurephone has a large interactive display offering easy-to-use menus and 16 programmable keys giving one-touch access to a range of features. A light shows when messages have been left on voicemail. The backlit display and the ability to connect the V16 Expansion Console give it the edge over other Featurephones.

## **BT Versatility V8**

The V8 Featurephone offers a simple menu-driven feature set up and call handling facility with 8 programmable keys and a message waiting light.



## **BT Versatility XP Console**

When connected to the V16 Featurephone, the V16 XP console provides an extra 32 programmable keys. These may be freely programmed for one-touch access to all system extensions, used as line keys or programmed to operate system features.

## **BT Versatility V Phone**

When all you need is a basic phone, this one is ideal for occasional use in warehouses, storage areas and hot desks. It's also good for hotel and study bedrooms, where it can be used with BT Versatility's optional Hospitality package.

# *BT Versatility*



*Communication without the embarrassment*

# Why BT?

BT is a well-known and trusted brand in the communications sector. So it's in our interests as well as yours to bring you the best technology the industry can offer – and deliver it to you in the form of practical and affordable business solutions that you can count on as your business grows.

BT is the market leader in telephone communications and we have used this expertise to widen our portfolio and expertise to create business technology platforms integrating voice, data and internet. One system is all you need to exploit the full range of call centre and e-business applications.

## Lifelong support for your business

Your BT Versatility system comes with lifelong support. It's something you can take for granted when you choose BT. It starts with a choice of finance options to get you up and running and continues with help, advice and hands-on support to make sure your BT Versatility lives up to expectations. This includes support helpdesks, fault management and preventive maintenance. We'll help you decide when and how to upgrade, and explore the opportunities these changes will create for your business. We want you to experience BT Versatility at its best.

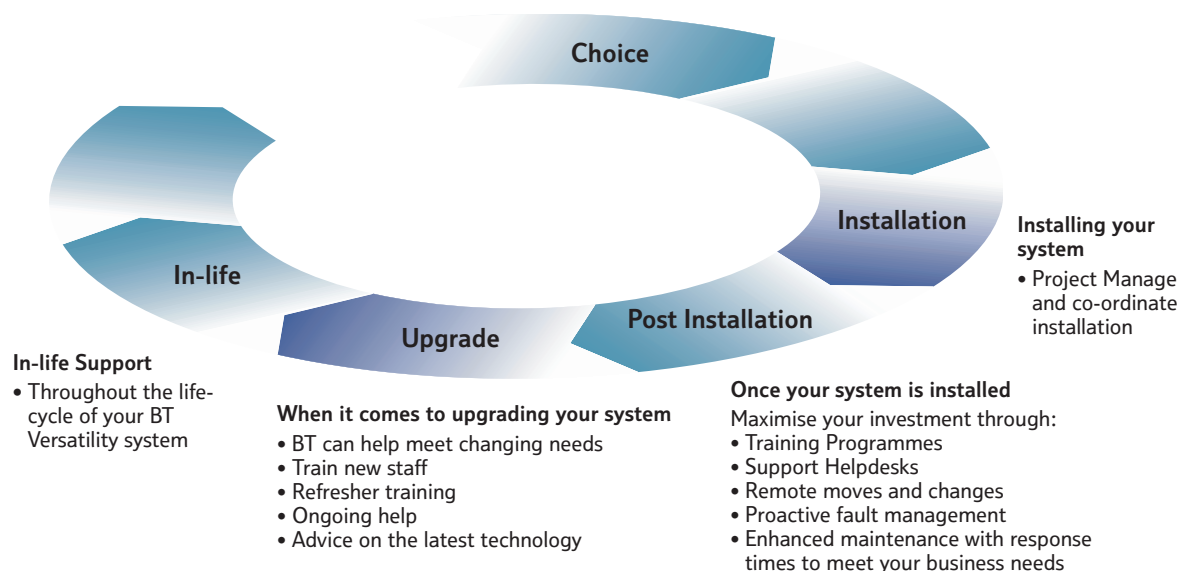
The scale of our continued investment in R&D and the expertise of our engineers has created a service standard second to none and available to the smallest of businesses. We have built a comprehensive network of specialist service centres and field engineering teams, almost all within a maximum of 1 hours drivetime to any part of the country.

Any issues you have about using or programming your system, or indeed anything connected with business communications, can be raised via our e-support helpdesk at [www.bt.com/bis/btversatility](http://www.bt.com/bis/btversatility)

There's also a choice of service cover to reflect your business hours – 9-5 on five or six days a week, or around the clock, all year. Our field network includes some seven specialist service centres and 3,000 expert engineers.

## When choosing your system

- Advice on the right system to match your needs now and in the future
- Various finance options



# BT Versatility



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*Communication without the questions*

## *Where you want it*

### **Tailored cabling packages put BT Versatility where you want it**

Scalable cabling Packages have been specifically tailored to complement BT Versatility, to provide a futureproof infrastructure for running the full range of networked voice, data and internet applications. These cost-effective packages will enable your business to make the most of BT Versatility's many benefits right from the start – and can be readily adapted manage your growing and changing needs.

## *...and when*

### **Spread your costs with BT Contract Rentals\***

If you don't want to buy your system outright, you can take out a rental contract over three years, and still take immediate advantage of all BT Versatility's power and flexibility. There's no deposit to pay, and any equipment can be upgraded or replaced during that time. It's also inflation-proof and a range of payment methods and schedules make it much easier on your cashflow.

\*Contract Rentals is a service provided by BT Contract Rentals Ltd. Contract Rentals Ltd is a wholly owned subsidiary of GE Capital Equipment Finance Ltd, part of the General Electric Company (USA) Group, **and not part of the British Telecommunications Group**. All offers are subject to credit clearance and status. Indemnities may be required.

To find out more about BT Versatility  
speak to your BT account manager or call  
BT Business Information Systems on

***Freephone 0800 389 4848***

or visit our web site at

***[www.bt.com/bis/btversatility](http://www.bt.com/bis/btversatility)***

## ***Communication without the hassle***



***BT Versatility***

Connections that get results.



#### Offices worldwide

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