

CUSTOMER STORIES

TARGETING THE ETHERNET OPPORTUNITY



“Our relationship with BT Wholesale is key. It underpins our broad portfolio of Ethernet-based products. Through this one relationship we gain access to the products and expertise we need.”

Andrew Fox,
Director Networks and Connectivity, Timico



timico®

Timico has set its sights on double-digit revenue growth. As Timico's strategic provider, BT Wholesale is on board to deliver Ethernet-based solutions that help Timico keep its customer promises and achieve its growth targets.

Timico is no stranger to ambitious growth targets. Key to delivering results is the successful supply of bespoke, innovative communication solutions using Ethernet-based services from strategic provider BT Wholesale.

Timico is an ISP and managed communications provider serving business customers across the UK. Founded in 2004, the company has grown rapidly and was turning over £42m within a decade. Today, Timico has lost none of its appetite for growth and is aiming for the same impressive rate of revenue expansion over the coming years.

Andrew Fox, Timico's Director of Managed Networks & Connectivity, believes two factors will power the company's growth ambitions: its enterprising culture and a commitment to customer service.

“We're an entrepreneurial company. We're always looking for opportunities. The vast majority of businesses' demand for technology continues to grow. Consequentially, so does the demand for robust telecommunication solutions providing the latest available technologies. Timico has built a diverse portfolio of business services focused on specific groups of technologies that allow us to service the varying business critical needs of different vertical sectors.”

Four dedicated business units within Timico's Enterprise division allow the company to focus its expertise in key areas alongside managed networks, to include mobility, cloud & hosting and unified communications, giving the business a sharper focus on customer needs and product development.

Standing out on customer service

Getting closer to customers means understanding the customer's needs – and helping customers understand the new opportunities created by innovation.

Some twelve thousand of Timico's customers are smaller businesses, and most do not have an in-house telecoms or IT expert. This means that many of Timico's customer-facing people have to act as advisors to the customer. "We guide these customers to the services that best meet their requirements, acting more like a trusted advisor than a sales person, giving advice on solutions that can save them money or help them work more efficiently."

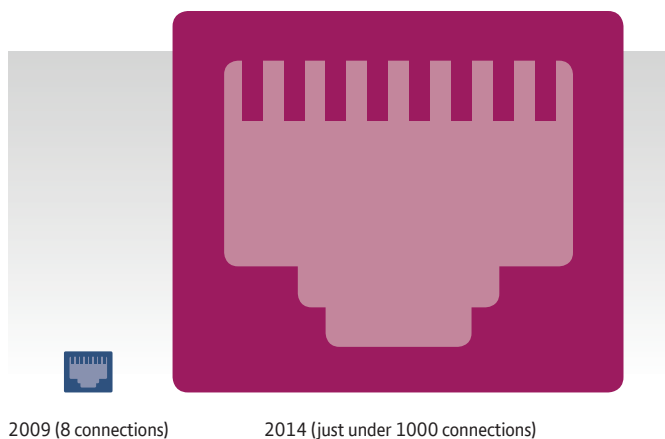
Accelerating opportunities

The growing role of digital technology in business has created an opportunity for enterprising customer-focused providers like Timico. Their business is about helping customers take advantage of changing trends like the explosive growth in data volumes. "Five years ago 10Mb was a good-sized connection for a head or main office. Now, the average size is 40 – 50Mb of committed data, with usage between sixty and seventy per cent."

As volume ramps up, the type of data crossing busy networks is changing too. Traditional file transfer and internet access traffic are today dwarfed by unified communications, video and remote desktop solutions. With many of these mission-critical applications now living in the cloud, Timico's customers are more and more concerned about reliability.

"Our customers need all this to work – whatever sector they're in" says Andrew Fox. "That's changed some fundamental aspects of our service management engagement specifically with our managed service customers. They always want higher speeds, greater reliability and resiliency – and thanks to today's technology we can deliver on both."

Ethernet connection growth - 2009-2014



Driving all this change is evolving network technology and specifically Ethernet. "When I joined Timico in 2009, we had eight Ethernet connections – which by the end of 2014 will have grown to close to one thousand managed Ethernet circuits."

For customers, Ethernet brings the speed, volume and reliability they are looking for. And that makes Ethernet a critical technology for Timico: across the company as a whole, around ninety five per cent of the propositions rely on Ethernet. In Andrew Fox's area, it's one hundred per cent.

Ethernet at the core

With Ethernet so central to its customer offering, Timico has set up a strategic relationship with the company Andrew Fox considers the UK's best Ethernet provider, BT Wholesale. BT Wholesale's leading operational performance and reliability are key factors for Andrew who begins by talking about the strength of Timico's relationship with BT Wholesale.

"Our relationship with BT Wholesale is key. It underpins our broad portfolio of Ethernet-based products. Through this one relationship we gain access to the technology and products our customer needs."

Andrew Fox,
Director Networks and Connectivity, Timico

"Our relationship with BT Wholesale is key. It underpins our broad portfolio of Ethernet-based products. Through this one relationship we gain access to the technology and products our customer needs," explains Andrew.

It starts at the network: "BT has the best tier one network in the UK: it's a robust platform that gives us the speed and reliability our customers demand," he continues.

BT Wholesale's product range is also vital. Timico takes BT Wholesale Ethernet using all access methods: fibre, copper and GEA (Generic Ethernet Access). BT Wholesale Broadband Managed Connect (WBMC) is part of the picture, providing back-up for business-critical Ethernet deployments.

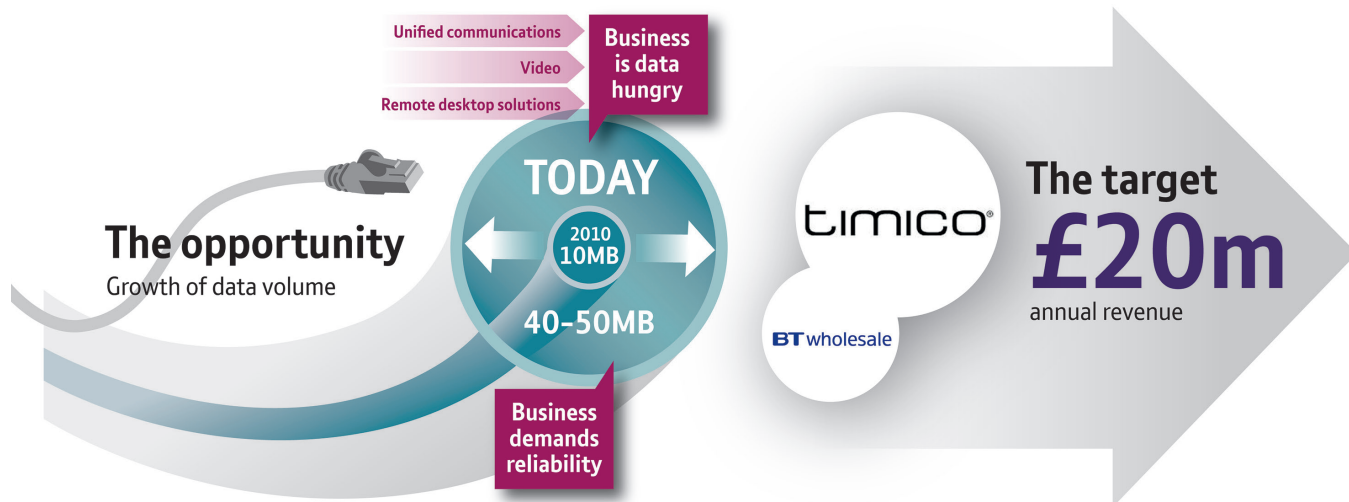
But for Andrew the BT Wholesale way of doing business is just as important as network technologies and products: he focuses on BT Wholesale's lead times on delivering fibre, a key access technology for Ethernet. "BT Wholesale offers us industry leading provisioning and installation lead times."

Shorter lead times reduce the 'dead time' between order placement and delivery: they mean providers like Timico can introduce services sooner, and start billing their customer sooner.

Switching on the services is just the beginning of the story: to maintain the availability its customers expect, Timico needs a provider that takes real responsibility on issues that impact service. "BT Wholesale has direct access into our engineering tools, as they are actively involved in helping us fix problems."

"BT has the best tier one network in the UK: it's a robust platform that gives us the speed and reliability our customers demand."

Andrew Fox,
Director Networks and Connectivity, Timico



Targeting growth

Together, Timico and BT Wholesale have committed to a £20 million annual revenue target. In 2014, that equates to an additional three hundred plus Ethernet circuits, and in 2015 they are targeting more than four hundred circuits. “The management and product teams across Timico and BT Wholesale are really closely aligned. That means we can set targets and go after those targets together.”

One immediate benefit of this high-level engagement is Timico’s ability to create new offers that entice customers to migrate to an Ethernet standard of service. With Ethernet EFM (Ethernet in the First Mile) Timico has a robust alternative to fibre access and BT Wholesale has changed its commercial model to offer predictable pricing: a strong advantage for Timico in the market place.

The company’s also cooperate closely so Timico can offer BT Wholesale’s GEA (Generic Ethernet Access) product. Andrew Fox explains why traditional broadband and FTTC (Fibre to the Cabinet) customers find this data offer hard to resist. “Generic Ethernet Access sits neatly between broadband and full-fibre Ethernet. Basically it means Ethernet-quality service at a lower entry price so our customers get bandwidth and reliability that fits their budget.”

Foundations for the future

For BT Wholesale’s Account Director, Vincent Sivori, the ability to anticipate customer needs and then meet them is the driving force of the relationship with Timico. “Yes, we deliver the full BT Wholesale product set to Timico. But we’re not just selling connectivity. We want to get under the skin of Timico’s business so we can give them the services that make them stand out.”

It’s a strategic relationship and not simply a supplier relationship. As Vincent Sivori explains: “We want our growth to match Timico’s growth, and we’ve structured everything around that.” That includes helping Timico evolve its Ethernet offers to stay a step ahead of the customer. BT Wholesale ensures Andrew Fox and his team have an opportunity to shape BT Wholesale’s product technology roadmap, offering previews and workshops.

Andrew Fox sums up: “the future arrives very quickly – and we need to be ready. BT Wholesale are consistent early adopters of new technology. They’re very progressive on their technology roadmap and early to market with new offers, particularly on Ethernet. And that means we are ready to take those offers to our customers.”

Solution overview

BT Wholesale provides a broad portfolio of products, supported by unprecedented expertise and competitive promotions, to help Timico give its customers the Ethernet-enabled speed and resilience they expect.

- **BT Wholesale Ethernet:** with connectivity right across the UK, BT Wholesale’s solution means unrivalled geographical coverage and cost-effective, secure high-speed connectivity at speeds of up to 10Gbps. With dedicated fibre, EFM and GEA, Timico can offer customers across the UK exactly the right combination of performance and price.
- **Wholesale Broadband Managed Connect:** BT Wholesale’s solution gives Timico fast, high-quality broadband connectivity, so they can address the full breadth of the market with managed connectivity offers aimed at customers with lower volume or back-up requirements.



The information in this publication was correct at time of production. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms part of any contract.

British Telecommunications plc 2014.
Registered Office: 81 Newgate Street, London,
England EC1A 7AJ.
Produced by BT Wholesale.

Email clientreception@bt.com or call

0800 671 045

www.btwholesale.com/marketing