



# Why BT Web Conferencing?

BT Cisco WebEx is a web conferencing service that lets users collaborate effectively in real time via web, audio and video (high-definition/high-quality). BT Cisco WebEx is a key component of our unified communications (UC) portfolio and is simple to deploy.

It can be deployed on a wide range of devices, from laptops to smartphones and iPads, and it blends seamlessly with our audio conferencing service.

At the heart of BT Cisco WebEx is adaptability and ease of use, with participants able to join conferences on any compatible device from anywhere with an internet connection, which means it boosts usability and productivity still further.

## We offer the best end-to-end technology

BT Cisco WebEx is the market-leading web conferencing solution and part of Cisco's innovative, reliable, secure and scalable UC portfolio.

BT can easily and effectively deploy the whole end-to-end solution, from network, enterprise and audio, to IM presence, video and web conferencing.

BT can also integrate BT Cisco WebEx with room-based video via WebEx Cisco Collaboration Meeting Rooms (CMR) Hybrid.

We have the expertise and experience to work in strategic partnership with you, and will recommend the most cost-effective Cisco solution for your needs.

“ BT Conferencing is one of the most savvy providers in understanding the transition from traditional conferencing services to Unified Communications. ”

Wainhouse Research

“ We chose BT Conferencing because of our highly positive experience of working together in Europe and Japan, along with the attractive commercial terms on offer. ”

Scott McKeown, Technical Architect,  
Fujitsu Group Properties

## We make it so easy for you

Together with Cisco, we're always working to improve the functionality and ease of use of our conferencing services, with the needs of our customers at the heart of everything we do.

That's why we focus on providing the simplest user experience. From within WebEx you can click to start BT Audio – you use the same interface for BT MeetMe, On-net and BT MeetMe VoIP. We have also developed extra tools and applications to help get the most from your WebEx solution – whatever the starting point for your conference.

Because we know you are not always at your desk you can instigate and access web conferences from a range of mobile and desktop devices at the touch of a button, and easily turn your audio conference into a web conference for better collaboration.

You can also link your room-based video meetings to WebEx and BT Audio – expanding your calling circle by linking Telepresence, WebEx video and other video endpoints.

## You'll get the best return on investment

We understand that you need to see a return on your investment as soon as possible, so we have a dedicated team of experts who'll work with you to set-up and roll-out your conferencing service. They'll provide training and drive adoption by targeting users based on their individual usage pattern.

Our specialised 'onboarding' team is expert at helping customers make the transition from one service provider to another in the most seamless way; they'll work with you to understand your culture, then build an onboarding plan and implement it; reducing the cost of change for you.

## Our experts are always available to help

Once you're up-and-running we'll always be there to support you, with our experts available globally, 24-hours-a-day to meet your needs and see that any issues are resolved promptly. This support frees-up your IT team to focus their time and resources where they're needed most.

“ A major point of differentiation for BT Conferencing remains its adoption and ongoing education capabilities, which are unique in the industry. ”

Gartner

## Get in touch

Contact us today for more information on how we can take you on a journey to a truly collaborative enterprise.

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### Offices worldwide

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