

# BT Plans Communication Integration To Reduce Mobile Costs For Small Businesses



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BT has announced plans to integrate the BlackBerry Mobile Voice System (MVS) technology from Research In Motion (RIM) with BT Communications Complete (based on the Cisco Unified Communications 500 Series platform).

The planned new offering will enable [BlackBerry smartphone](#) users to take advantage of Wi-Fi networks in the office for voice calls. The solution enables users to switch from Wi-Fi to cellular networks, even in mid-call, allowing small to medium-sized business to reduce mobile airtime costs and be more productive.

Business users will be able to enjoy all the out-of-the-office conveniences of their BlackBerry smartphone - access to contacts, calls, applications and email anywhere - when they are in the office, but without the usually higher mobile airtime costs.

With features like a single voicemail box, the development will also eliminate the time wasted listening to and answering messages on multiple voicemails - making users easier to contact and potentially giving them quicker response times to customers and colleagues' queries.

Users can choose to be contacted using just one number and, by incorporating [BT's One Plan Plus](#) into BT Communications Complete, firms can make intra-company calls (including mobile calls) without incurring call-forwarding charges.

"The solution will enable the delivery of unified communications tools for small to medium-sized businesses, which previously only benefited larger firms," said Bill Murphy, managing director, BT Business.

"Technologies that better integrate key business processes, reduce costs and keep workers in touch with customers regardless of location, help firms to operate more effectively and to be in better shape for the upturn when it comes."

"Small and medium-sized businesses have the same concerns as all of us - driving down costs and delivering a better customer experience. Unified communications can support those two objectives. The new service will bring together the strengths of all three companies - Cisco, BT and RIM - to deliver a great offer for companies of all sizes," said Rick Moran, vice president of marketing, Cisco.

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### **About BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2009, BT Group's revenue was £21,390 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

### **About BT Business**

BT Business understands the challenges that businesses face in the current climate, and supports cost control, improved productivity and winning business through product collections including business broadband & internet, [domains](#) & [web hosting](#), data & voice networks, [IT support](#) and mobile services.

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