

# BT Wholesale

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## Abstracts

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### Introduction

The UK national wholesaler is well along the path of transforming into a next-generation carrier. Despite falling external revenues, the business is successfully reducing its dependence on low-margin commodity services in favor of more valuable long-term managed network services contracts.

### Features and benefits

Puts BT Wholesale's operation into context within the UK wholesale telecoms market, including its product and customer service strategies.

Describes BT Wholesale's strengths and weakness and evaluates its opportunities and threats.

Analyzes how BT Wholesale is responding to changes in customer demands and regulatory pressures.

### Highlights

BT Wholesale is making significant progress towards its strategic goals of cost reduction and improving service quality. BT Wholesale has reduced its dependence on revenues from other parts of the BT Group and from commodity services, in favor of a growing pipeline of multi-year external managed network services contracts.

## **Your key questions answered**

How is BT Wholesale developing its product and customer service strategies?

How is BT Wholesale responding to commoditization of 'traditional' wholesale services?

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