

BT Cloud Compute

The cloud? Here's the clarity

We live and work in an age of rapid technological innovation. Devices line our workstations, homes and pockets. Information is everywhere; those that don't use it – so we are told – are increasingly nowhere. The challenge for your organisation is to harness new technological power and make it work for you. You'll have heard about cloud and how your business should use it. We prefer to talk about service and how your organisation can uniquely benefit from it.



BT Cloud Compute – helping individual organisations solve real-world challenges

The issue

Everyone puts a lot of faith in IT systems. For organisations to function, systems simply have to perform. Not only that, as customers' needs change and a global services market emerges, IT systems must evolve in line with organisational strategy.

More and more, we see the need for organisations like yours to have the ability to launch new services bespoke to your everyday operational requirements, quickly, reliably and cost effectively.

If your IT system were a potential employee, you'd want to know precisely what it could do for your business, what expertise it has, why it's a good fit. With BT Cloud Compute, the benefits are clear.



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If the company needs to open new 'pop-up' stores in the run up to Christmas, or simply get more point of sale systems online to cope with customer demand, we can simply switch on new servers within the hour.”

Tim Johnson, IT director, Crabtree & Evelyn

- **Enterprise class security, less risk.** The service offers physical/ logical separacy at all times to maintain integrity, and has been designed for maximum resilience, and maximum availability through self-healing
- **Global service, delivered locally.** Global service using local infrastructure and support desks in key regions. You know where your data is hosted at all times and you can communicate and contract under the jurisdiction of the local law helping you meet compliance and assurance requirements.

One of the world's most extensively connected range of network cloud services

The breadth of our services and our close involvement with individual organisations in different parts of the world gives us a unique insight into customer trends and needs.

By bringing together various 'layers' of service, Cloud Compute allows you to create and manage your own services quickly, helping you save money and improve your efficiency:

- **Computing.** Create, customise and control small, medium and large virtual machines via the portal, with high availability and additional value-added services
- **Storage.** Allocate data space as you need it for your virtual machines. Schedule your backups as required
- **Network.** Provides firewall services; virtual 'service' load balancing; and virtual networks and switches
- **Security.** One of the world's leading and most trusted security providers, with over 70 years of experience, more than 1300 security professionals globally, and millions of pounds invested each year in security-related R&D
- **BT Advise services.** Our range of expert services can help you discover, design and deliver a strategy, for maximum benefit in the shortest time.

Key capabilities

Building on the technological and service breakthrough of BT On Demand Compute, the next-generation Cloud Compute is a pre-provisioned data centre infrastructure that enables you to create, deploy, monitor and manage your own cloud service.

Through a self-service portal, you get the tools, resources and expertise – and crucially, flexibility – to put in place perfectly tailored cloud solutions to meet the practical challenges of your market.

Cloud Compute can be integrated and managed across hybrid environments, addressing both your private and public requirements. As its self-service, you can conveniently set up the infrastructure that perfectly suits you. You can do it faster than ever with near instant provisioning times.

This is a service that can scale globally, yet is available in your local region. Automated delivery lets you launch new services quickly and efficiently, with the highest levels of choice, flexibility and control.

It's self-healing and resilient, bringing you a service level of 99.95% availability. You can make savings of up to 40% compared with traditional approaches. And you get all the assurance you need from an Enterprise-class infrastructure.

This new-generation service has a breadth of options from public to private and can be integrated with your own environments and with third party solutions.

Cloud Compute is an innovative, flexible, agile service to support your specific business demands as you incorporate public and private cloud services into your organisation.

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A secure cloud platform from a trusted supplier like BT is an important step in addressing the externalisation, collaboration and cost pressures faced by many of our pharmaceutical and biotech customers today.”

Dr Matt Hahn, Senior Vice President and Chief Technology Officer, Accelrys

Innovation in service

Cloud is about making innovation work for your organisation. It's not just about being cheaper or faster. It's about you looking at how you do business; asking how you can innovate to be more flexible and efficient. Cloud is about more than technology; it's about the reliable, trusted, assured service we can offer you – helping you find answers to the unique questions your market and your customer asks you.

BT Cloud Compute – brighter, clearer business benefits behind the cloud

The business successes of the future will be in the hands of the agile, the flexible and the responsive. The ability to see, anticipate and act quickly will be vital to any organisation's wellbeing.

Cloud Compute delivers everything you would ask of a partner who knows your business and can see the best way to make it more efficient, productive and profitable. We can offer you a smarter, quicker enterprise service, delivered to the same scale. You enjoy:

- **More savings.** You only pay for what you use, your costs are aligned to your business needs, and you could reduce them by up to 40%
- **More speed and agility.** Create or change your service in response to new demands in seconds
- **Cloud flexibility and scalability.** Scale your public and private clouds to match your changing needs, and bring in new applications as you need them
- **Enhanced service levels.** Our complete end-to-end solution puts the customer experience first, emphasising service above reliance on hardware
- **Greater environmental efficiency.** Use of virtualisation technology reduces the footprint of the data centre in terms of space required, emissions produced, and power consumed

Another question, another solution

Crabtree & Evelyn is an internationally respected organisation selling original fragrances, luxury toiletries, fine foods and gifts. They needed a point-of-sale (POS) solution to meet new Payment Card Industry Security Standards across their UK stores. They now use a new cloud-based version of BT's Store 6.2 POS service hosted on the Cloud Compute platform, handling over one million transactions annually. It gives the retailer optimum processing capacity at any time, which grows and shrinks with their needs, and they only pay for processing power used.



Cloud in action

At BT, we come to work to innovate, and we bring fresh thinking with us. Take Siri, the talking virtual assistant on Apple's iPhone. Recently, at the 2012 Bio-IT World conference in Boston, we used Siri in a mock experiment to analyse data on a new cloud service we developed specifically for life sciences R&D. Talking into the iPhone, we asked Siri to crunch some numbers on the BT cloud using a common research tool called Pipeline Pilot. Siri first asked for our authentication, before beginning the experiment. After a few moments, we asked Siri for a status update. She told us the experiment was complete, giving us the results on the phone. The 'Siri-in-lab-coat' app is currently just a proof-of-concept, born during a hothouse session at BT that aimed to make it easier for scientists to run online experiments. But it's indicative of a movement across the life science field to harness the power of the cloud.



BT's core network infrastructure and Cloud Compute services bring a flexible, scalable global capability with support and assurance options that differentiate them in a crowded market."

Stan Gloss, MD, BioTeam

Ready to make a difference to your organisation

BT has gone beyond the 'test and development only' phase. Customers can appreciate and value Cloud Compute's ability to deliver highly secure, business-critical applications and innovation right now. Customers such as:

Pets at Home

With over 270 UK stores, Pets at Home were keen to continue to use the latest technologies to maintain competitive advantage. They launched a new Pet Care app for smart phones to follow on from their recent marketing campaign. They are using a Cloud Compute service which can grow and shrink with their needs, and they only pay for what they use.

Alcampo

The Spanish hypermarket chain looked to upgrade its corporate communication and online shopping website as part of its 2011 customer service improvement plans. They chose Cloud Compute as it gave them a fast and flexible response to an urgent business need, a cost reduction of 50 per cent, as well as offering simplicity and enterprise-level reliability.



Offices worldwide

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Why BT?

- **Investing for success.** More than \$1 billion of IT services acquisitions from 2005 to 2009; multi-million dollar investment in cloud services since launch in 2009
- **A track record of innovation.** Including the 2011 Global Telecoms Business Innovation Award for Cloud Services; and winner of the Best Project in IaaS category at Computerwoche's Best in Cloud 2011
- **Proven enterprise-class service.** Professional services expertise and tools to help enterprise customers assess and make the transition to cloud, with case studies including hosting for the UK Olympics, and NHS Spine, one of the world's largest transactional databases
- **Ability to deliver services to whatever size of customer.** Managing hosting for 1500 customers from small, medium and large enterprises, across national and multinational geographies, in both the private and public sectors
- **Delivering global service locally.** Expanding our services across the world to include emerging markets in Latin America, the Middle East, Africa and Asia, yet providing local services and expertise to help you exploit new cloud services for your specific business needs.

BT Compute. Services that adapt

If you have any queries, or need more details on any aspect of Cloud Compute, please visit:

http://www.globalservices.bt.com/products/cloud_compute or contact your Account Manager.

