



Global Video Exchange

Think BT for business-to-business TelePresence connections

Shape business strategy, create a competitive advantage, and connect your business globally without ever leaving your office. With BT Global Video Exchange, your Cisco TelePresence conferencing solution is now more powerful than ever.

With BT's industry leading Global Video Exchange, you're able to easily reach outside of your enterprise to connect with clients, partners, and vendors, and give your organization a significant business advantage. You'll benefit from improved collaboration, timely decision making, better relationships, and continue to reinforce the value of TelePresence to your organization.

BT's Global Video Exchange provides you with neutral nodes of connectivity that securely route Cisco TelePresence calls from one site to another, and gives you service tier options that support an extensive range of conferencing requirements. These service tiers enable business-to-business calling between TelePresence devices located around the world, with clients connecting to the BT Global Video Exchange at service nodes located in London, England; Denver, Colorado; or both. BT also offers you the flexibility to choose the user experience most suited for your organization, and the support, processes, and tools to easily utilize this industry leading service.

Why BT Global Video Exchange?

- **TelePresence community**

BT provides you with the broadest community of TelePresence users. The community includes clients directly subscribed to the BT Global Video Exchange, along with subscribers of exchange services offered by other providers. The combination of on-net and off-net TelePresence users allow you to use the BT Global Video Exchange as your single gateway to TelePresence users around the world. This community continues to grow as clients join the BT Global Video Exchange, and BT expands the number of inter-exchange connections.

- **Flexible network access**

The MPLS network supporting your TelePresence application is as much a part of the solution as the devices that users see. BT recognizes the strategic nature of your network choice and offers flexible network access alternatives. Clients

who use BT MPLS or the MPLS services of BT's network connection partners can add the BT Global Video Exchange as a port on their existing VPN. Clients who use other network providers can have BT bring network to their data center, or clients can bring network to BT's service nodes. Either way, BT seeks to preserve your network architecture and purchasing preferences.

- **Low latency global footprint**

The quality of your TelePresence meetings is correlated to the overall latency imposed by the network. The BT Global Video Exchange helps mitigate the latency of business-to-business meetings by hosting your calls on either the London or Denver node of the BT Global Video Exchange.

- **Versatile user experiences**

The BT Global Video Exchange offers four distinct methods of scheduling and launching business-to-business TelePresence meetings. Regardless of whether you use BT's conference production services or Cisco's One-Button-To-Push paradigm to schedule and launch calls, the versatile



| | Direct Dial | Reserved Dial | Self-service | Assisted |
|------------------------------|-------------------------|---|---|-------------------------------|
| Community | All BT subscribers | All BT subscribers, plus Inter-exchange subscribers | Private Community of Interest from among BT subscribers | All BT subscribers |
| Scheduling | Ad hoc | BT Engage portal or helpdesk | BT Engage portal | BT Engage portal or helpdesk |
| Call initiation | User dials phone number | User dials phone number plus passcode | BT dial-out to client devices | BT dial-out to client devices |
| Encryption | ✓ | ✓ | ✓ | ✓ |
| Call extension | | | ✓ | ✓ |
| Automatic call termination | | ✓ | ✓ | ✓ |
| In-call technical assistance | ✓ | ✓ | ✓ | ✓ |

service bundles included in the BT Global Video Exchange provide end users with a simple and consistent TelePresence experience.

- **Security and redundancy**

The BT Global Video Exchange preserves the inherent privacy and security of your TelePresence application. Meetings can be encrypted and the security of your network is preserved by Session Border Controllers within the Exchange that route calls between sites using publicly registered phone numbers. Additionally, each node is fully redundant to ensure service availability.

Why BT Conferencing?

At BT Conferencing, our focus is on making video conferencing easy to use, reliable, and cost-effective. We do this with:

- Onward, the industry's only unified conferencing services platform
- Automated conferencing applications with on-demand tools
- Proactive performance management through real-time metrics
- Industry-leading services delivered by an organization with global reach
- MPLS points of presence in over 170 countries

With over 25 years of experience, expertise, and global reach, we're more than qualified to connect your world, giving you the advantage of focusing on what matters – the success of your business.

For more information please contact:

- UK Freephone: + 44 (0) 870 001 7726
- USA toll free: 1 888 947 3663
- Australia: 1800 234 799 or + 61 (0)2 9231 1130
- Hong Kong: + 852 2312 9999
- India: 000800 4401782
- Japan: 0120 363 877
- Malaysia: + 60 (0)3 7712 4597
- Singapore: + 65 6295 6237
- South Korea: + 82 (0) 2 3483 1171
- Taiwan: + 886 221 626 528

- Email: info@btvideoconferencing.com
- Visit: www.btconferencing.com

Offices worldwide

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150 Newport Ave. Ext. Quincy, MA 02171 USA
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