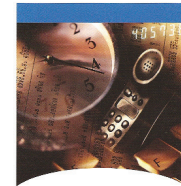


Innovation

Ours is an era of unparalleled technological progress and prowess. The increasing pace of innovation and expansion of global business into every commercial center presents opportunities undreamed of only a generation ago. Even the word generation has taken on a new meaning. Now an entirely new generation of technology can be invented, made market-ready, become a business imperative and be rendered obsolete—all in only a few short years.

How can you convert accelerating demands for global network services into a manageable environment? Which telecommunications company has the people, expertise, resources and relationships around the world to make your vision a reality? Whom can you trust with the future of your business?



BT can see underlying change in the way you direct your business. You may be considering entering global markets to grow top-line revenues; globalizing operations to cut production or materials costs; deploying intranets to enable accurate, timely information flow; or interconnecting with supply-chain partners to shorten both time and route to market. Increasingly, the world looks to BT to make global business possible. The technology is expected to perform as an extension of the vision of the business architects—and that vision has an ever-shorter time frame for implementation.

Only one company puts it all together, and that company is BT. Here in the United States, BT North America is your portal into the unmatched capabilities of the only global telecommunications company dedicated to the success of the multinational corporation. BT understands what drives your business and can supply the right strategy for you.

The role of the CIO is evolving. No longer are IT managers simply expected to oversee technological systems. Now, they carry the responsibility of underpinning the seamless operation of an entire global venture.

Strength

Our real strength is our people
It takes a monumental investment in network infrastructure simply to be in the telecommunications industry. At BT, we recognize that investment is useless without the right people to put it to work for you. Our account managers and systems engineers in the U.S. are among the most highly skilled in their field, and their knowledge of the business, access to the latest technology and ability to create flexible network configurations are unique. It's no wonder that leading companies worldwide rely upon BT network infrastructure to conduct their global business.



Global

Concert Network Solutions from BT
When you build a global network with BT North America, you're working with the company that created the first global network for multinational corporations (MNCs). In 1984, Concert was created by BT as the world's first global alliance to provide managed business communications products and services delivered with uniform features, pricing and service levels around the world. Concert from BT delivers the state-of-the-art for data and voice networks—so much so that more than 4,000 MNCs rely upon Concert for its unique combination of advanced technology and seamless global delivery. Concert's always-spanning network now stretches across six continents and provides service in more than 50 countries and over 600 cities. Through BT North America, you gain the confidence of knowing that your network will provide leading edge services to your user base without adding disproportionate risks to your business plan.

On the ground, around the world
BT is a powerful resource in support of global ambitions. It has direct representation in more than 50 countries, with equity partnerships in an additional 13 countries and strategic relationships with incumbent carriers in every major business center. In more than 800 cities, on every continent where commerce is conducted, BT is the currency of the networked corporation.



BT's unmatched local presence translates into easier-to-manage global networks, with a single point of responsibility for the expansion, integrity and availability of your network. When new services are needed or outages occur, as they inevitably do in complex systems, BT's dedicated service teams and our local partners make quick work of resolution. For BT's customers, a single call puts all the resources of BT to work.

In the U.S., that single call is made to the new Washington Client Service Center in Reston, VA. BT specifically created the Service Center so that Concert customers could have a world-class staff of technical experts at their fingertips to orchestrate the resolution of every network issue.

BT

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