

Free BT public Wi-Fi hotspot for every Business Broadband customer

Submitted by: pr-sending-enterprises

Friday, 13 February 2009

BT has launched the new BT Business Total Broadband hub, the first business broadband package to provide a free public Wi-Fi hotspot. Any business can now offer Wi-Fi to visitors - either as a free service or by selling BT Openzone vouchers to create a new revenue stream.

Perfect for firms including restaurants, hotels, cafes, doctor and dentist waiting rooms, the hotspot is automatically enabled in the new BT Business Total Broadband (<http://www.btbroadbandoffice.com/broadband-and-internet/internet-access/broadband>) hubs at no extra cost. Hub owners buy BT Openzone access vouchers from BT and can choose to pass the vouchers to their customers or resell the prime business service and add revenue.

Users can check email, surf the web or make VoIP calls using a separate, secure internet channel at broadband speeds. The owner's traffic is always prioritised and the owner and guest wireless network identifiers (SSIDs) are separately listed for security.

Visitors can get online using a BT Openzone voucher. In addition, all BT Openzone customers, BT consumer Total Broadband members of the BT FON community and BT Business customers with a mobile broadband (<http://www.btbroadbandoffice.com/mobile/mobile-internet/broadband>) service receive inclusive BT Openzone minutes as part of their broadband package.

In addition to the BT Business Total Broadband hotspots, customers can choose from more than 120,000 UK and Ireland commercial and residential locations including airports, railway stations, leading hotel chains, motorway service stations, coffee shops, marinas and extensive coverage across 12 major city centres.

The innovation means BT Business now provides the most complete broadband experience for customers, both inside and outside their homes. It follows a recent 35 per cent discount for Option 3 mobile broadband customers and savings of up to 34 per cent on the BT Talk Time mobile package (<http://www.btbroadbandoffice.com/mobile/mobile-tariffs/talk-time>), which now includes free mobile email offer and a BlackBerry Bold® when you sign up for 24 months.*

Bill Murphy, managing director BT Business said: "Offering Wi-Fi adds value and is good customer service. It can also allow businesses to make incremental revenue. The service is helping our customers stay online and keep productive during these times."

20,000 existing customers have already received firmware to enable the hotspot in their BT Business Hubs and a further 200,000 will receive the upgrade this quarter.

BT Business Total Broadband customers who wish to switch off the hotspot capability can do so using the Hub Manager on their desktops.

Notes to Editors:

* The Free Blackberry BIS Email subscription excludes any additional services e.g. Satellite Navigation, Internet Calling or BT Business Email (charges apply). Offer extended until 31.3.09. Normal bolt-on price £5. BT Talk Time Subscription from £20.25 a month. Excludes Roaming. Requires 24 month term. Customers taking this offer can also take Satellite Navigation for the reduced rate of £5 a month. Conditions apply.

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.

BT Business understands the challenges that small and medium businesses face in the current climate, and supports cost control, improved productivity and winning business through core product collections including business broadband & internet, domains (<http://www.btbroadbandoffice.com/domains-and-web-hosting/domains>) & web hosting (<http://www.btbroadbandoffice.com/domains-and-web-hosting/web-hosting/web-hosting-packages>), data & voice networks, IT solutions and mobile services.

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