



With the Grand National in sight, BT Wholesale were a sure bet

Picture the scene. One of the biggest sporting events is on the horizon and one of the country's largest bookmakers needed to get a store up and running. Quickly. BT Wholesale were on hand to help.

Three days before the event, the bookmakers got in touch and required a Machine to Machine (M2M) service to be in place within 48 hours, that could deliver on-site 3G services enabling bets to be placed.

"At one of the busiest times of the year, we met the need for a speedy turnaround with our Rapid Deployment solution."

BT M2M Technical Service Manager

Addressing problems with a quick-start solution

Following a site problem that resulted in a loss of service to the shop, BT Wholesale recommended our Rapid Deployable Network solution. By supplying the bookmaker with a small, pre-configured router fitted with a 3G SIM card, we replicated the way fixed connectivity works. This meant all bets placed locally went via BT's router straight to the bookmaker's head office.

The end result?

The bookmaker had their store up and running ahead of the Grand National and were able to keep their betting customers happy.

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Find out more at: btwholesale.com

Offices worldwide

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