

23 September 2008

Press release

**Bouygues Telecom becomes integrated communications provider for businesses**

- **Bouygues Telecom Entreprises, a leading provider of converged fixed/mobile services with its flagship Business Synchro Solutions offer, has expanded its range with the launch of Pro Synchro, a solution tailored to the needs of business customers who opt to retain their PBX (IP trunking) and small businesses (trades, retailers, home business/self-employed and very small businesses).**
- **Bouygues Telecom Entreprises has introduced Net Synchro, a solution to interconnect multiple company sites over an IP-enabled VPN, complete with hosting services and collaborative workspaces. Bouygues Telecom is the first operator to offer Guaranteed Recovery Time six days a week as part of its basic service.**
- **Thanks to end-to-end management of its own fixed and mobile network infrastructure, Bouygues Telecom Entreprises is able to combine all of these new voice and data services to offer a value-added response tailored to each small business.**
- **Bouygues Telecom is launching two fixed/Internet offers for business customers to meet the specific needs of very small businesses, home offices, tradespeople and retailers.**

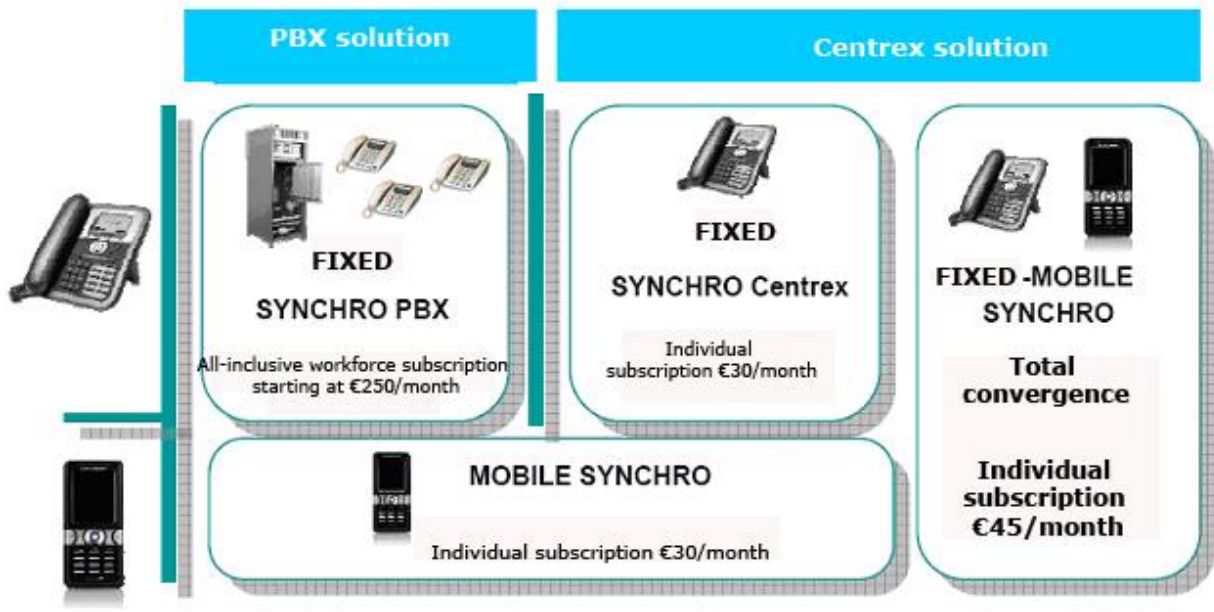
**The new Business Synchro range: Fixed / mobile / Internet convergence tailored to the needs of each enterprise**

All Business Synchro Solutions are today available for companies of all sizes, with **two complementary offers** that include Internet access:

- **The new “Fixe Synchro PBX” offer** for companies that prefer to keep their current infrastructure (PBX and phones). Known as “IP Trunking”, this offer allows these enterprises to enjoy the same cost savings and ease of use as Business Synchro customers.
- **The “Fixe Synchro Centrex” and “Fixe-Mobile Synchro” offers** for businesses that opt to outsource phone system management to Bouygues Telecom Entreprises. This solution represent “Version 2” of the Business Synchro offer.

Based on Centrex IP technology (the customer’s calls are managed offsite at Bouygues Telecom facilities), **Business Synchro was launched in June 2007 and has since become the benchmark in converged fixed/mobile services.** This new offer from Bouygues Telecom Entreprises represented another breakthrough since it brings **small businesses access to a fixed / mobile / Internet** convergence solution without the cost and complexity of running a PBX (private branch exchange) in-house.

Business Synchro also proposes an unprecedented rate structure for businesses, coupled with easy administration (a single integrated bill covering fixed / mobile / Internet, and the possibility of adding or modifying lines as necessary), together with a suite of converged services to boost employee efficiency.



The Business Synchro range adds several **new services**:

- **Unlimited calls** from the company's fixed lines **to fixed numbers**, 24 hours/day, 7 days/week, **to France, Europe and North America**.
- IVR (Interactive Voice Response) as from October.
- Music-on-hold and call wait messages also available from October.

With the Centrex solution, users can easily access Business Synchro services from their desktop PC via a dedicated interface:

The screenshot shows the 'Bonjour Cedric' interface with several sections: 'Messages d'actualité', 'Rechercher', 'Messages', 'Appels', 'Messages', and 'Appels'. Annotations with arrows point to specific features:
 

- 'Find an entry in the company directory and call the number with a simple click of the mouse' points to the search bar.
- '"One number" option (user's mobile number)' points to the 'Mes appels vers depuis le fixe' section.
- 'Set synchronisation ringing of fixed and mobile phones when a call comes in on a mobile number' points to the 'Mes appels vers depuis le fixe' section.
- 'Access and listen to voicemail, record voicemail messages on your PC and forward them by email' points to the 'Messages' section.
- 'Display missed calls and call back with a simple click of the mouse' points to the 'Appels' section.
- 'Set up a call with a simple click of the mouse' points to the 'Appels' section.

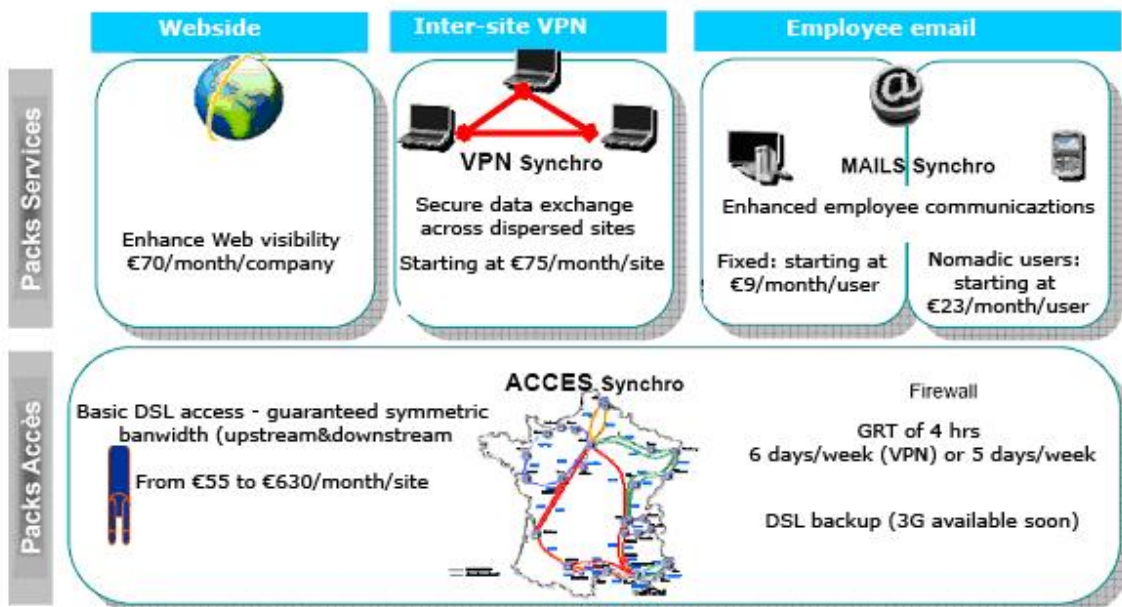
**The Business Synchro range adds several new services**

## Net Synchro: Bouygues Telecom Entreprises invests in fixed data segment

On 1 July Bouygues Telecom acquired its own DSL network, making it the number three mobile, fixed and Internet operator in a consolidated French market. To strengthen its presence across all segments of the enterprise market, Bouygues Telecom Entreprises has introduced **Net Synchro**, a complete range of DSL access and service offers:

- **WEB Synchro**, a set of services **to establish or raise the visibility of customers' businesses on the Internet:**
  - o *Web hosting (1GB, unlimited IP traffic)*
  - o *FTP hosting (1GB)*
  - o *Indexing*
  - o *Collaborative workspaces (2GB)*
  - o *Data storage space (10GB)*
  - o *Domain name*
  
- **VPN Synchro**, an **IP-enabled Virtual Private Network (IPVPN)** solution that allows a company to interconnect multiple sites with **robust security protection**: each VPN Synchro site benefits from centralised Internet access (no bandwidth limitation) filtered by an integrated firewall that can be managed by the company's system administrator. Data is routed over Bouygues Telecom's VPN without using the Internet. **VPN Synchro** also includes **collaborative workspaces** allowing employees to share and publish documents.
  
- **MAILS Synchro:**
  - o *Email hosting: contact manager / shared calendar / task manager*
  - o *Personal messaging area: to access email, contacts and tasks from any PC*
  - o *Storage space: professional instant messaging*
  - o *Synchro Mail Mobile: all-inclusive unlimited mobile messaging allowing users to retrieve email on their PDA, Smartphone or Blackberry*

Net Synchro is a fully scalable offer, allowing customers to enhance their initial solution with additional services at any time, for example: by adding an IP telephony solution to a VPN Synchro plan.



## **Bouygues Telecom Entreprises introduces two Fixed-Internet offers for small businesses<sup>1</sup>**

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These new Fixed-Internet offers, set for launch on 20 October, are designed to meet the specific needs of very small businesses, home offices, tradespeople and retailers.

### **Pro Synchro<sup>2</sup>: converged Fixed – Mobile – Internet services**

The launch of Business Synchro Solutions for companies with over 10 employees met with an enthusiastic response among small business owners, eager to benefit from simple and very attractively priced services.

To meet the needs of these small business customers, Bouygues Telecom Entreprises has created **Pro Synchro**. In addition to all the benefits of Business Synchro converged services, Synchro Pro addresses the most commonly voiced needs of small businesses:

- Personalised support:
  - Infrastructure audit to ensure that the optimum solution is proposed for each customer
  - Free installation at the company's premises
  - User training.
  - Guaranteed Recovery Time of 4 hrs<sup>3</sup>.
- Support for developing online business:
  - Offer includes unlimited Internet access
  - Website hosting
  - Domain name registration (e.g., firstnamelastname@yourbusiness.fr [www.yourbusiness.fr](http://www.yourbusiness.fr))
  - Online storage space of 10 GB for the company, plus 1 GB per employee.

The Pro Synchro solution is available from €29 / month / user, including 1 hour of mobile call time.

### **Bbox Pro<sup>4</sup>: fixed/Internet solution**

Bouygues Telecom becomes an Internet Service Provider (ISP) on 20 October 2008 with the launch of the Bbox, featuring latest-generation technology. Bouygues Telecom customers will enjoy access to particularly attractive offers for the new service. To meet the specific needs of small businesses, Bouygues Telecom is also launching Bbox Pro.

The dedicated Bbox Pro offer includes a suite of services tailored to the requirements of small businesses:

- Free installation at the company's premises
- 1 GB email account
- Website design and hosting tool
- Domain name registration option (to personalise the company's website, e.g: [www.yourbusiness.fr](http://www.yourbusiness.fr) and email addresses, e.g: [firstnamelastname@yourbusiness.fr](mailto:firstnamelastname@yourbusiness.fr)) – free for the first 12 months (and then €3 / month).

Bbox Pro offers a choice of two plans **without any contractual commitment**:

- An Internet-Telephone plan starting at €29.90 / month provides broadband Internet (up to 20 MB) and unlimited calls to fixed numbers, 24 hours/day, 7 days/week, for numbers in continental France and over 67 international destinations.
- An Internet-Telephone plan including calls to mobile phones: for €39.90 / month, this plan offers 3 hours of call time to all mobile operators, 24/7, using the Bbox Pro.

Bouygues Telecom is also proposing a special introductory offer to thank its Mobile Call Plan customers for their loyalty, offering 6 hours of calls instead of 3<sup>5</sup> at the same price for all contract customers who sign up before 17 January 2009.

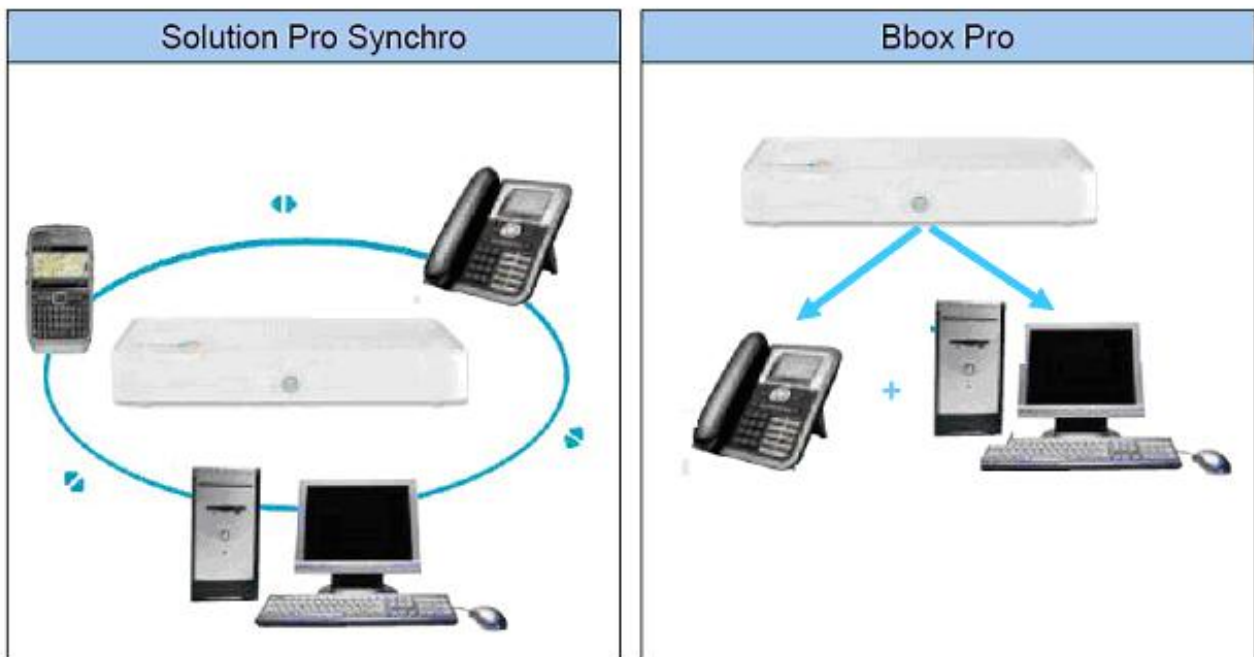
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<sup>1</sup> Offer is for registered small businesses only and subject to status, eligibility, terms & conditions. Available in continental France.

<sup>2</sup> Minimum 24-month subscription. Subject to LAN compatibility and DSL eligibility. Maximum of 20 mobile lines and 10 fixed lines per registered business.

<sup>3</sup> Optional service. Guaranteed Recovery Time of 4 hours (during business hours). See service contract terms & conditions.

<sup>4</sup> Where unbundling is implemented (Bouygues Telecom network) and subject to technical eligibility. Theoretical data rate: from 512 KBPS IP up to 20 MBPS ATM (16.6 MBPS IP). Contract termination charge: €49. Calls from continental France (excluding special, short and data numbers).



### About Bouygues Telecom Entreprises

Bouygues Telecom set up a unit dedicated to businesses and SMEs in 1997. With call plans, per-second billing and unlimited data access, Bouygues Telecom Entreprises provides fixed, mobile and internet solutions to nearly 1 million SMEs and companies across France, in addition to over 200 major accounts (Ecole du Ski Français (ESF), La Poste, BNP Paribas, EDF, the French customs authority, Nestlé, the City of Lyon, the Angers municipality, LVMH, etc.). Bouygues Telecom controls end-to-end service quality for businesses thanks to IP equipment installed and managed all over France.

Bouygues Telecom Entreprises also offers turnkey machine-to-machine solutions in a range of sectors, including energy, transport and security, targeting both public-service companies and small and medium-sized enterprises.

Bouygues Telecom Entreprises has 10 branches throughout France with a total of 700 employees dedicated to advising business customers on the choice, installation and follow-up of fixed-line and mobile calling and data solutions. Its distribution network is rounded out by 800 aftersales outlets and close to 200 authorised retailers in France.

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<sup>5</sup> For the first 2,500 subscriptions. 6 hours of call time to mobiles in continental France (excluding special and short numbers) available only to customers with Bouygues Telecom Forfaits and Forfait Pro all-inclusive call plans who take out a Bbox Pro offer. Maximum of one offer per Bouygues Telecom line.