



MEDIA & BROADCAST

Vena: Quick Start Consultation

The perfect introduction to our smart broadcast network

mediaandbroadcast.bt.com/vena

Vena: Quick Start Consultation

The Vena smart broadcast network will transform the way your business works. But how do you get started with it? When and how should you adopt it?

You can get the answer to these questions and more with a Vena Quick Start consultation. Through this process, we can get a clear understanding of your current situation. Then we can build a bespoke roadmap for you, so you can move onto Vena when it's right for you and when it's most cost effective. This will enable you to properly plan for the future and create a long-term vision for your network.



The Vena Quick Start will:

- assess, test, plan and establish the validity of a service or technology. This will all be done in manageable chunks
- give you a clear view of the benefits and implications of any changes
- give you a custom roadmap for how and when it's right for you to adopt Vena.

The Quick Start journey



Data gathering.
Understanding your estate and your business.



Commercial benefits and ROI calculator.



Workshop your future requirements.
Where are you taking your business?



Production of roadmap and documentation.



Technical delivery.
How do we technically get you from where you are to where you want to be?

Benefits of the Vena Quick Start

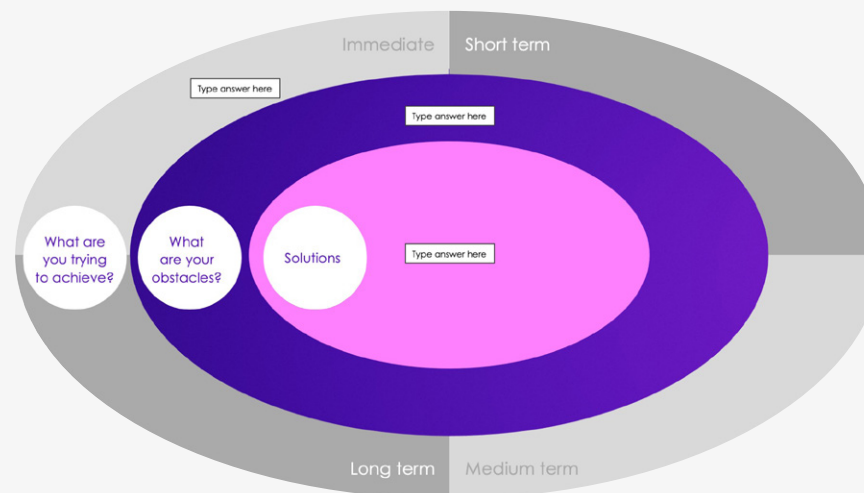
The Vena Quick Start is the perfect way to get off the ground with Vena. It will help you to:

- make informed decisions about your network, based on how it currently performs and what it needs to deliver in future
- boost your broadcast network performance, with lower latency improving the audience experience
- control costs better by aligning the network roadmap to your business strategy.

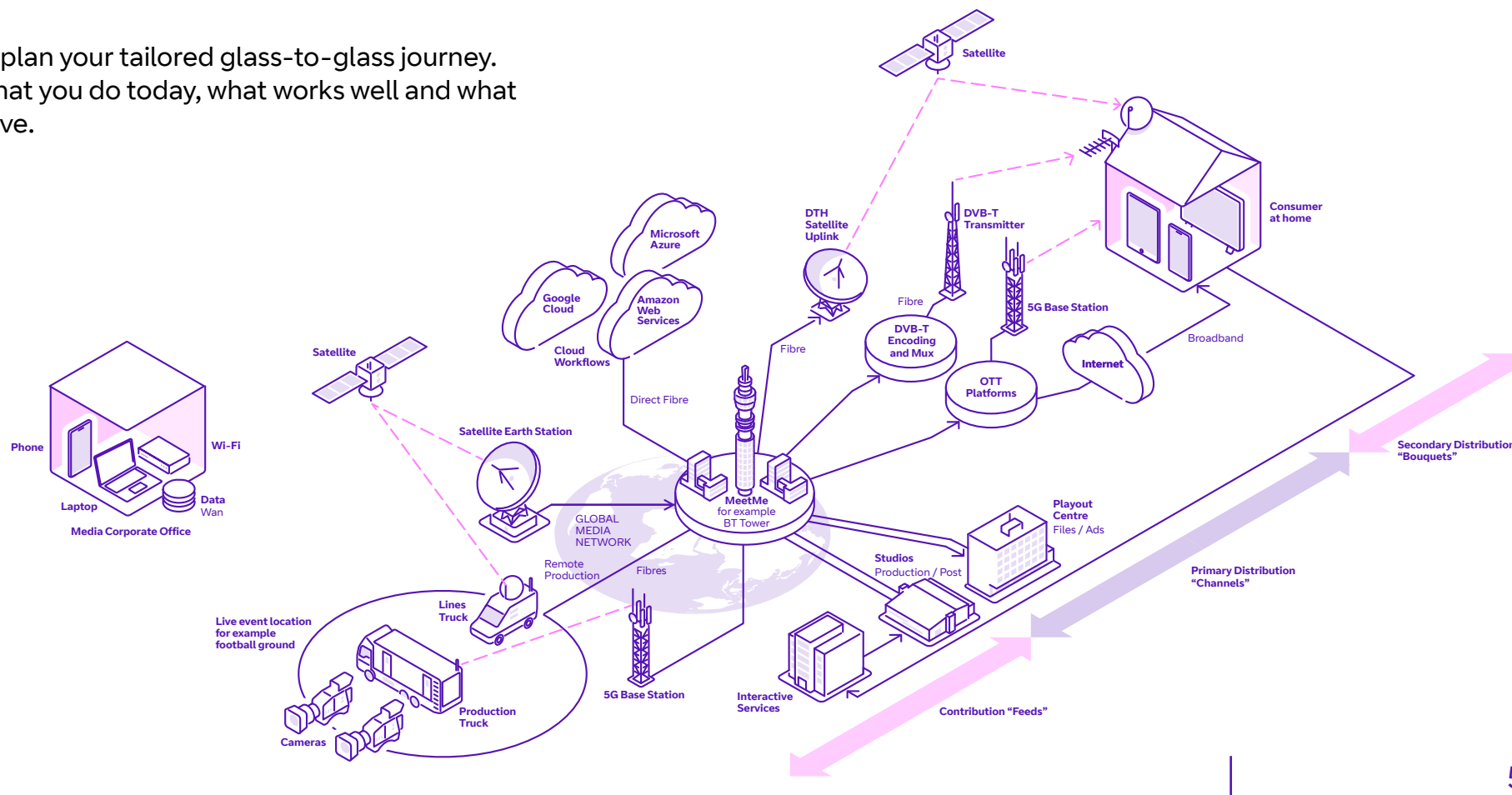


How the Vena Quick Start works

With the Vena Quick Start, we establish your business objectives by mapping out a bespoke insights plan for you.

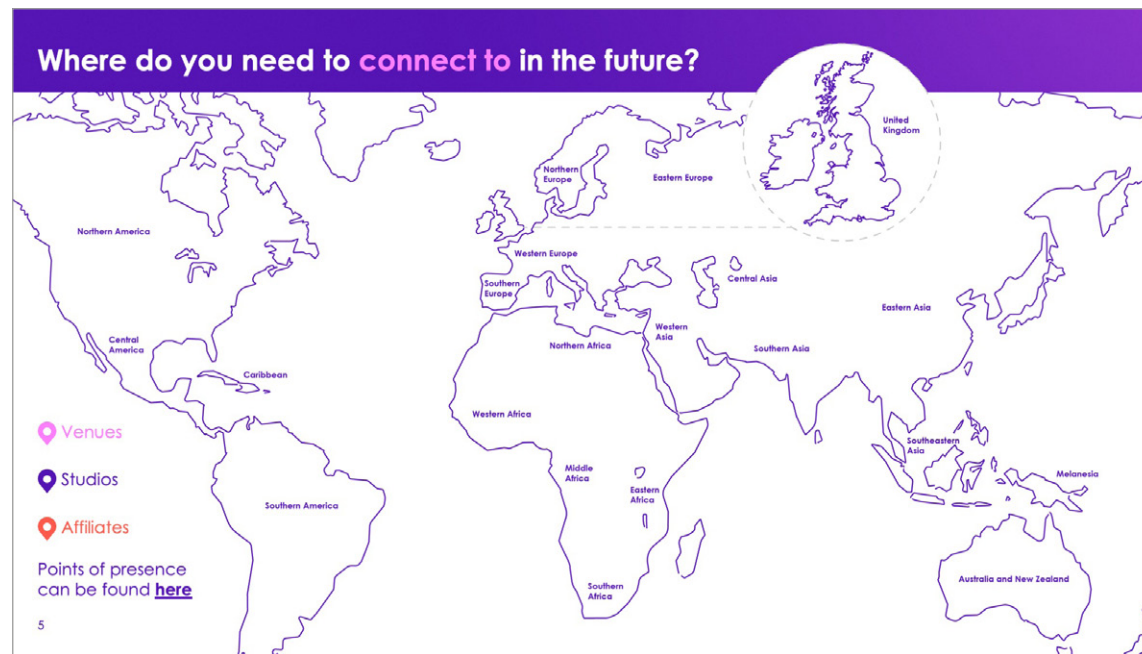


Together, we plan your tailored glass-to-glass journey. We look at what you do today, what works well and what needs to evolve.



How the Vena Quick Start works

We identify the regions you need support in and the kind of technologies you need.



And we plan out the integration with APIs into your internal systems. We look at where processes could be automated or improved, based on what you have today and where Vena could help you in the future.



What happens next?

As part of your Vena Quick Start consultation, you'll get a custom insights map for services across the sector. This will map your individual needs to the right solutions, either from BT or third parties.



You'll also get a roadmap for adopting Vena, tailored to the specific needs of your business.

Vena Roadmap												
	2021		2022				2023				2024	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Engagement												
Technical & Operational												
Milestones critical success factors												
Customer calendar												

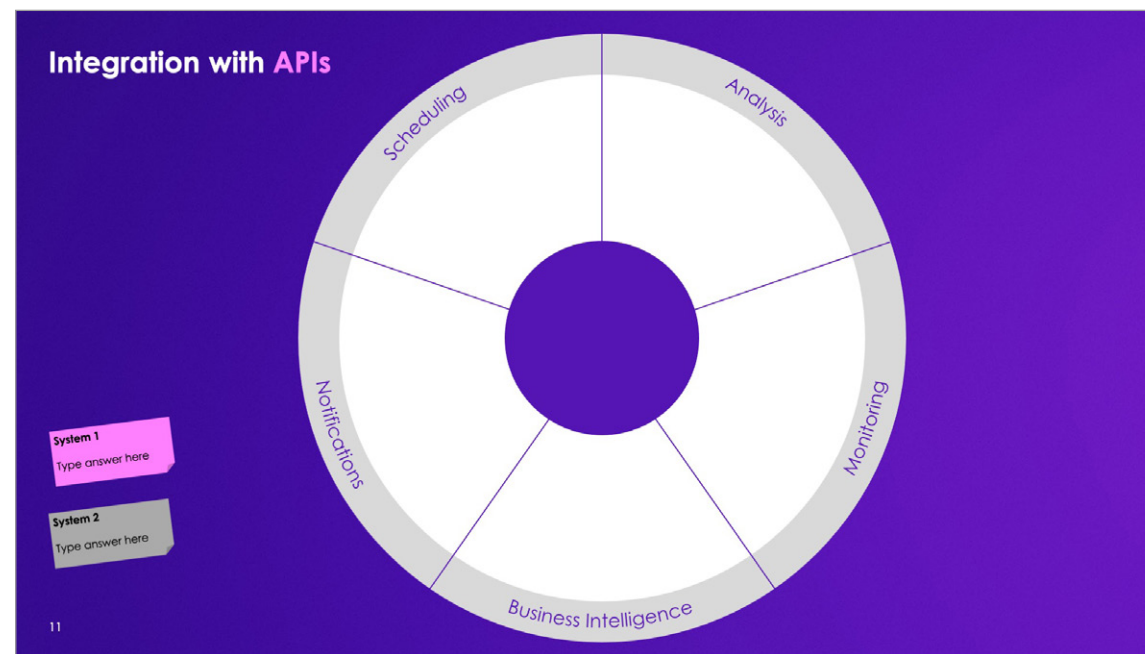
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BT

Other

What happens next?

We'll give you a basic ROI calculator too, showing the benefits of moving to Vena, as well as a personalised SWOT analysis to help you establish the right path to take. And finally, you'll get a tailored integration benefits wheel.



From there, we'll get you all set up with Vena. And you can start benefitting from the future of broadcasting, with a strategy that's designed just for you.





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For more information about Vena or the Vena Quick Start, please contact your account manager.

Offices Worldwide

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