BT WHOLESALE

Selling WHC Express

Get off to the best possible start, with our guide to promoting, selling and ordering our digital phone line.

April 2025

Contents

Leaving legacy lines behind

Get your customers ready for an all-IP future

The PSTN switch-off in 2027 is going to affect all businesses in the UK. Even the smallest of companies will need to find a digital replacement for their analogue phone lines when the copper network is switched off.

That creates a substantial opportunity for you, because 99.8% of UK businesses are SMEs, and 74.5% are single-person enterprises. 21% have between one and nine employees[1]. WHC Express is designed especially for them. Offering simple, reliable internet calls, it gives small businesses an easy way to prepare for the future.

At the same time, it opens the door to the benefits of the cloud, helping to make remote and flexible working a reality. And your customers can have all the features they're used to, like voicemail and call waiting.

This guide will tell you everything you need to know to get WHC Express into the hands of customers - from what it is and how it works to how to make an order.

[1]Department for Business & Trade

# Where WHC Express fits into our Voice portfolio

The unified communications market in the UK is expected to be worth more than £1.83bn by 2028[1], with the most growth being among SMEs. Single Order Generic Ethernet Access (SoGEA) means voice and broadband can be delivered seamlessly through one line. So you can address Wholesale Line Rental (WLR) migrations with a cross-portfolio proposition.

BT Wholesale access and voice market position

Target customers	Access portfolio	Voice and collaboration portfolio

Larger customers

250+ Large enterprises

50-240 Medium enterprises

Smaller customers

5-9 Small enterprises

1-4 SME/consumer

Optical

DIA

Ethernet Connect

WBMC

Broadband One

Wholesale SIP Trunking

WHC SIP Trunking with Webex

WHC Hosted Centrex with Webex

WHC Express

Today
Dual-supplier strategy

Openreach
PSTN

BT Wholesale
Broadband
Wholesale Calls

Third parties
Devices
Value Added Services

Communications provider

Tomorrow
All-IP world

BT Wholesale
Broadband
Hosted IP Voice
IP Telephones
Value Added Services
APIs

Communications provider

Make your supply chain simpler

Traditionally, our wholesale partners have used multiple suppliers, with PSTN from Openreach, but calls, broadband and customer premises equipment (CPE) from us. Now, you can get all your digital, all-IP solutions from a single provider.

[1] Cavell, 2025

# Why IP voice matters for small businesses
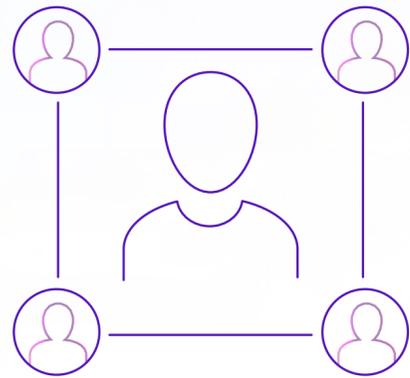
99.8%
of businesses in the UK have fewer than 10 employees.[1]
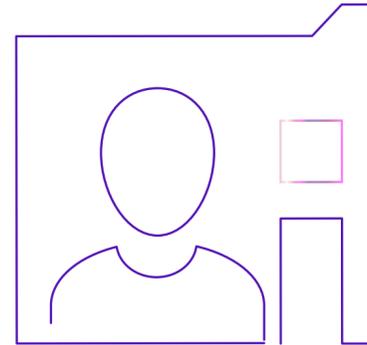
74%
of UK businesses consist of just one person.[1]
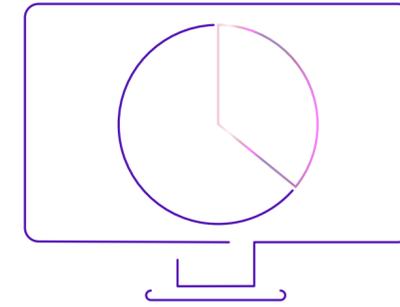
34%
of the UK's total turnover comes from small businesses.[1]
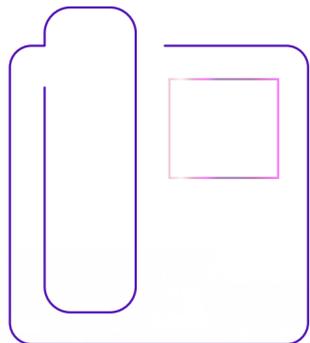
61%
of customers prefer to contact businesses by phone.[2]
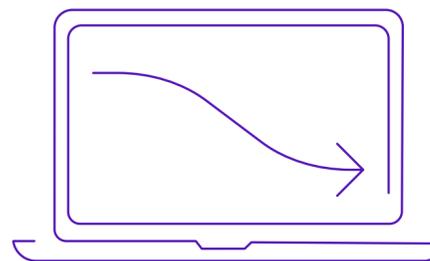
72%
of businesses offer flexible working.[3]
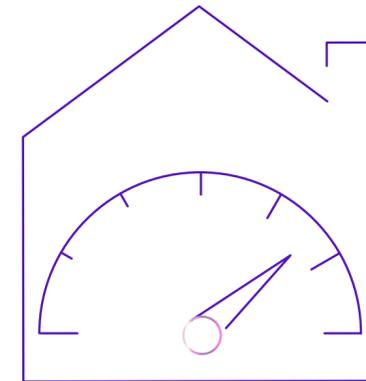
28%
of UK working adults are hybrid workers.[4]

[1] Department for Business & Trade, 2024.   [1] Salesforce, 2022.   [3] Flex Index, 2024.   [4] Office for National Statistics, 2024.

The future is calling

How small businesses can embrace digital transformation

WHC Express gives small businesses a straightforward way to swap their legacy phone lines for a digital alternative. Although it's aimed primarily at single-site, single-line businesses with one to four employees, it can serve up to 10 users. Typical examples include sole traders, hairdressers, cafes and shops – really, any small business that just needs a good, reliable phone connection before the PSTN switch-off.

Your customers can choose how they want to access WHC Express. They can make and take calls on IP deskphones, headsets or a mobile phone app. They can even use their old phones, thanks to our analogue telephone adaptors (ATAs). WHC Express also supports the Technicolor DGA0122 and DGA4134 routers, which come with a built-in ATA port.

And because the service is cloud-based, they can take their numbers with them. Wherever they are, your customers can use their business phone numbers. That's ideal if they want to embrace remote or hybrid working.

End users can access their WHC Express line from anywhere using the mobile app.

Additional end user benefits
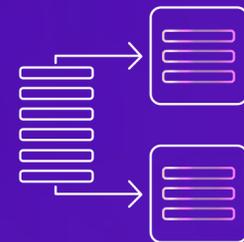
Straightforward contact management and sharing.
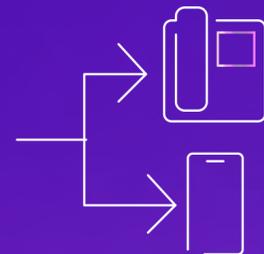
Complete control over call management. Easily take or divert calls as necessary.

Intuitive voicemail services.
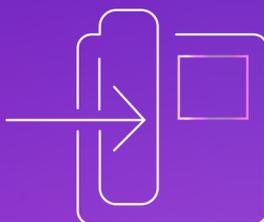
Port over old numbers.

Geographic numbers not limited to local area.

Availability even if their main site goes down.

Can be managed via online portal or mobile app.

What WHC Express means for you

Find out how it can help you grow your business

The simplicity of WHC Express doesn't benefit only your customers. It's also designed to be easy for you to understand and sell. Supported by an intuitive ordering process, you can order new numbers and port existing numbers over in just a matter of minutes.

WHC Express also enables you to tap into a part of the market that isn't best served by more complex, enterprise-grade solutions.

And it's backed by competitive wholesale pricing, with no set-up costs. That means it's easy to get started and to make a success of it.

Whether you're adding new numbers or porting existing ones, we've made the order process quick and easy.

Additional benefits for you

Automated porting when you plug in customer premises equipment (CPE).

Your customers can make changes to their service, taking the load off you.

Can be sold with or without inclusive minutes.

A variety of ways to get your customers connected.

Combine it with our data connectivity solutions, and you can consolidate your suppliers.

Speak on the move with My Voice

Give your customers the freedom to make and take calls from anywhere

With the My Voice mobile app, your customers can take their WHC Express phone line with them, wherever they go. Available for both Android and iOS, it gives users access to essential features like call waiting, voicemail and call diversion.

After downloading My Voice from Google Play or the iOS App Store, users just need their phone number, company domain name and password to log into their account.

The My Voice app is ideal for people who work remotely some or all of the time. No matter where they are, they can use their business phone number.
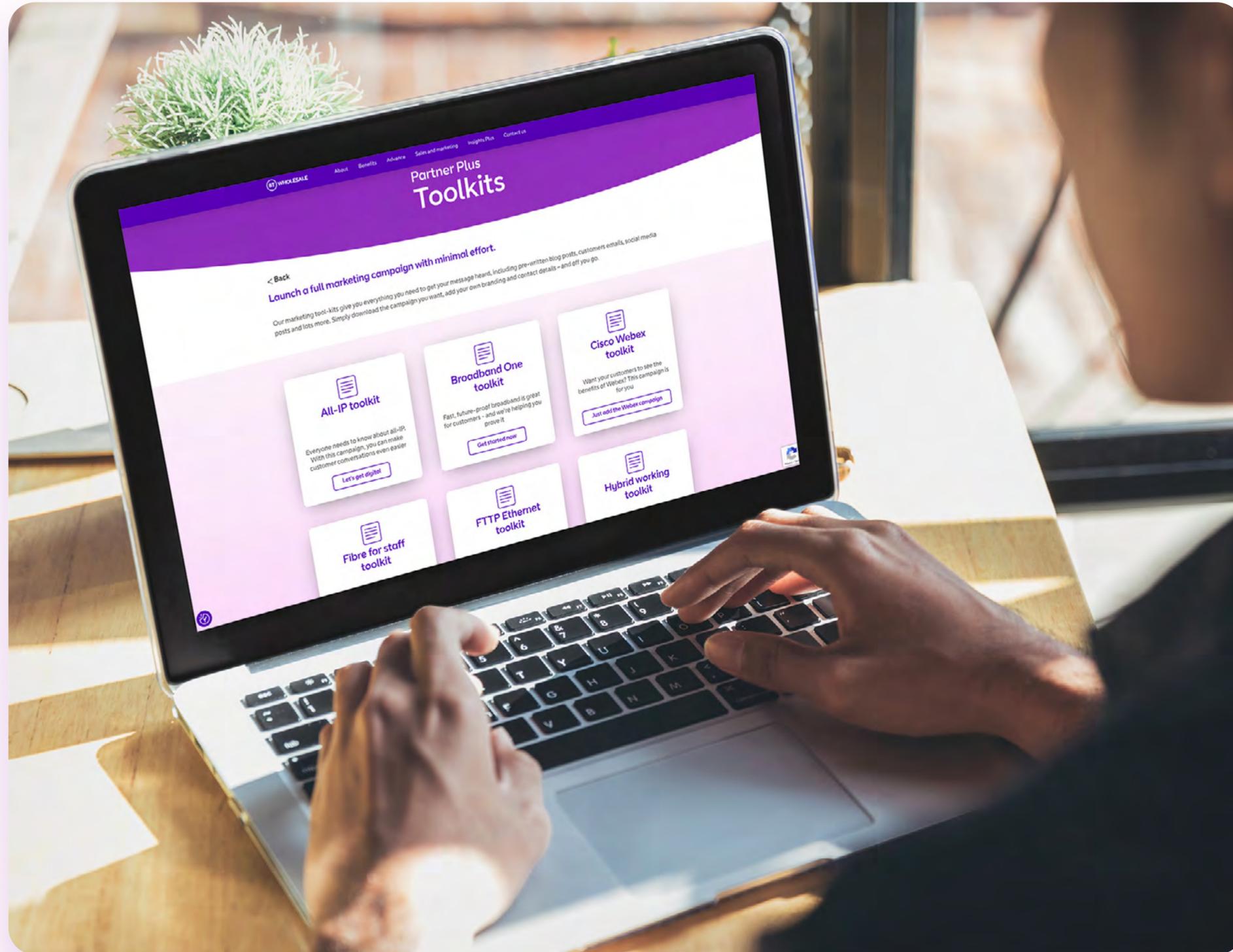
Boost revenue with our sales and marketing toolkit

**Need help to promote WHC Express?
You can count on us.**

As part of our Partner Plus programme, we've made a selection of white-label marketing content to help you tell your customers about WHC Express. This includes a complete sales and marketing toolkit.

Based on the theme of remote working, this collection of ready-made assets includes promotional emails, social media posts, a datasheet and an infographic. These can all be personalised with your logo, or you can simply use them as the basis for your own unique sales and marketing efforts. You can find the toolkit in the Partner Plus Marketing Hub.

Our white-label marketing content can be used as it is, or you can rewrite it to make your own unique assets.

How to order WHC Express

Placing a WHC Express order is easy. Simply follow the steps in this guide.

1. Click the **Place a new order** button.
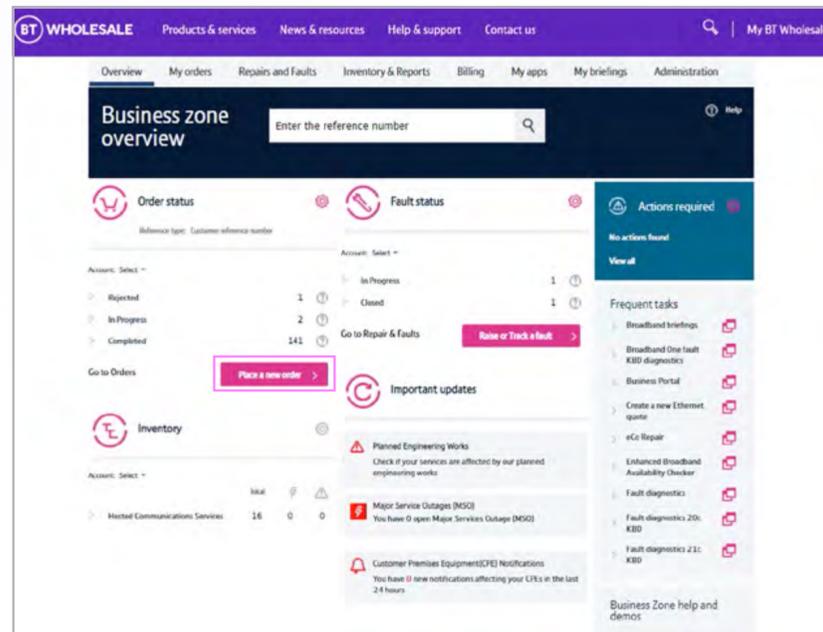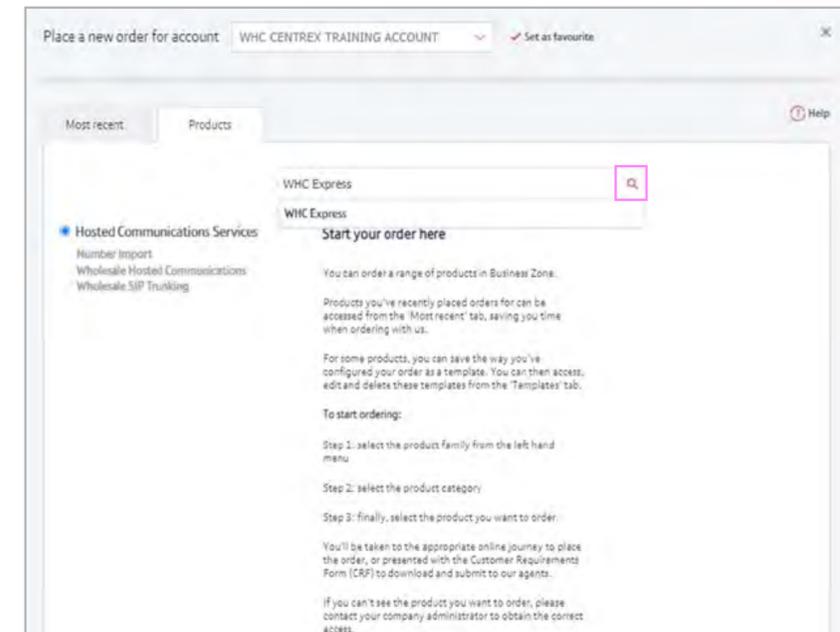
2. In the **Products** tab, enter **WHC Express.**

3. Click **Search.**
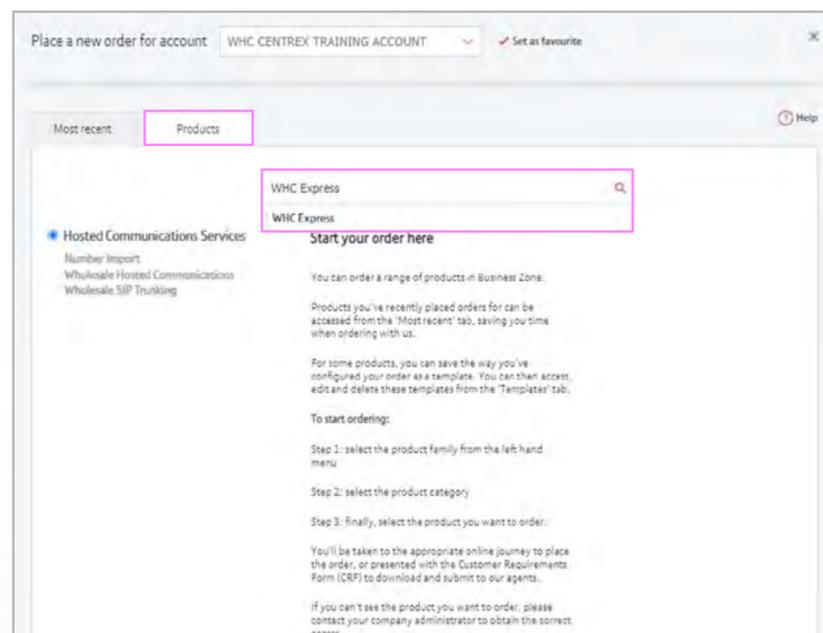
4. Click **WHC Express.**
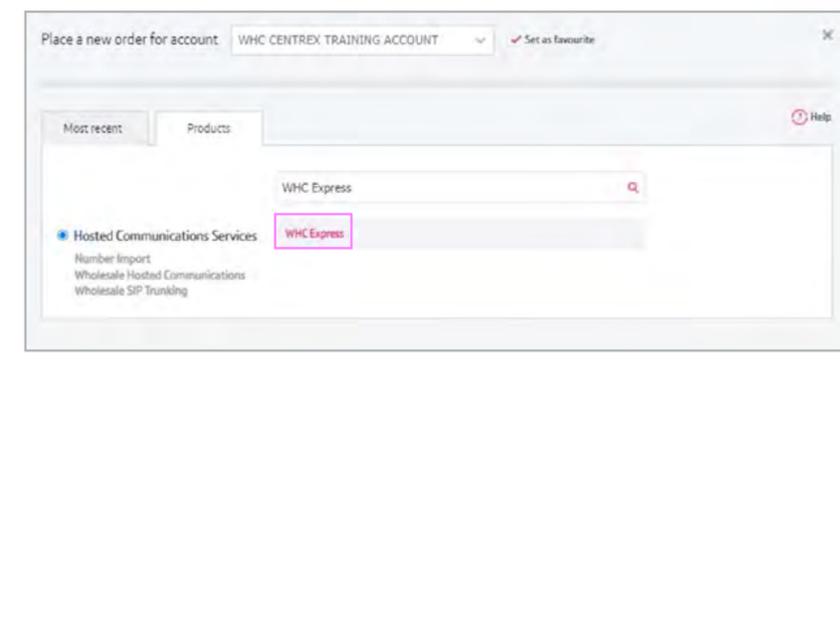
5. Enter your customer's name in the **Company Name** and **999 Display Name** boxes.

6. Now enter their website URL in the **Company Domain** field.

7. Type your **Reseller billing reference** in the relevant field.

8. Enter your customer's postcode in the **Address** box, and click the **Find** button.

9. Select your customer's address from the list, and click **Confirm**.

10. Click the **Add User** button.

11. In the **User details** tab, enter the user's information.

12. Use the **Contract term** dropdown menu to select between **1 day** and **5 years**.

13. Choose either **User** or **Admin** for **User role**.

User details: Step 1 of 5

15. To add a new number, click **New number**.

User details: Step 2 of 5

14. Select **Onsite** or **Remote** for **User location**. This is the user's primary location. Click **Next**.

User details: Step 1 of 5

16. Enter a **Location name or code**. Click **Confirm**.

User details: Step 2 of 5

13

17. You can now see the allocated number. If you want to change it, click the **Change** button.

18. When you're finished, click **Next**.

19. Under **Select an IP phone as required**, choose a model of phone, then click **Next**.

20. Or, if you have a Technicolor DGA1022/ DGA4134 router, you could bring your own device.

14

21. Choose accessories, under **Select the accessories as required**, then click **Next**.

22. Confirm the delivery address. If it's wrong, click **Change**.

23. Click **Confirm & close**.

24. Check everything is correct, then click **Submit order**.

25. Check the billing details, and add more contacts if you need to. Click **Next**.

26. Confirm when you want the service to be activated. If you need to change the date, click the **Change Activation Date** button.

27. Use the Select date calendar to choose a new date. Click **Next**.

28. Finally, look over all the details. If everything is right, click **Place this order**.

Watch the order process in action.
Click the button to watch the video.

Watch now ›

WHC Express FAQ

My customer just needs a simple dial tone replacement to migrate their PSTN line to IP voice. What's the right solution?

WHC Express is the ideal IP voice replacement solution for traditional single-site, single-line PSTN customers. It provides all the essential voice features highly valued by small business customers.

Why would I use a WHC Express licence rather than a Wholesale Hosted Communications (WHC) Foundation licence?

WHC Express is available at a great price with a full feature pack that enables easy IP migration conversations with your customers. The order journey is optimised to make the cost of sale as low as possible for simple PSTN deployments, with porting enhancements to provide a seamless migration experience.

Can I downgrade my customer from WHC to WHC Express?

No, you will only need the WHC Express licence should your customer have a single site with a single PSTN line and no requirements above simple voice features. If they have any requirements above this, WHC is the appropriate solution for your customer.

Can I upgrade my customer from WHC Express to WHC?

No, this isn't possible, and there are no current plans to change this.

Why is WHC Foundation priced similarly to WHC Express without voicemail?

WHC Foundation enables your customer to take their next step with integrating collaboration. The Webex softphone dialler is included across your customer's devices so they can make and receive calls without or alongside a desk phone. In addition to this, your customer also benefits from site-level features like auto attendant, hunt groups and so on.

Can users with a full WHC solution use the My Voice app?

No, the My Voice App has been designed specifically with single-site, single-line user requirements in mind. The full WHC solution has Webex integrated, which enables your customers to take that one step further with enhanced collaboration capability in the cloud.

Do I need to order a phone for each customer's WHC Express licence?

It's up to you and your customers. While we do offer phones and other CPE, we also support certain Technicolor routers, which come with ATA ports built in. Note, we do not supply those routers.

Is there a minutes package available with the WHC Express licence?

Yes, minutes will be charged as per your existing rate card agreement for the wider WHC solution. Should you be on-boarded for PAYM, your customers will benefit from inclusive UK minutes, taking the risk away from exceeding call usage charges.

Can I add other features to WHC Express?

No, the WHC Express is designed to be a simple PSTN voice replacement solution for customers who need basic dial tone replacement features. Should your customer need additional functionality or features, the wider WHC solution will be required.

Useful links

Partner Plus sign-up page ›

Introduction to WHC Express ›

Making the most of WHC Express

Partnerships shouldn't be hard work, so we're making it even easier to work with us

As well as giving your customers an easy path to all-IP voice, WHC Express is designed to be cost-effective for you and simple to order. But you can make things even easier by using our APIs and pairing WHC Express with one of our high-speed connectivity solutions.

A seamless connection with your business

There's never been a better time to work with us. As well as our partner programme, we've developed a range of APIs. These enable you to integrate your systems into ours, giving you the freedom to work in a way that suits your business best. You can even use our APIs to offer your customers a self-service portal with your own brand.

Discover our APIs >

A winning combination

To get the most from WHC Express, it should be paired with a reliable data connection. Broadband One is ideal. This managed service lets you offer your customers speeds of up to 1Gbps, with connectivity options including SoGEA and fibre to the premises (FTTP). So you can future-proof your customers' businesses, ready for the 2027 switch-off.

Learn more about our broadband >

Why choose us for IP voice?

- We have the network the UK relies on, with 99.999% availability.

- Our network of cybersecurity experts provides 24/7, all-year-round protection for you and your customers.

- We invest more in research and development than any other telecommunications company in the UK.

- Our fibre broadband and mobile networks reach more users than anyone else's.

- We spend more than £3.7 billion on our network every year.

- We do all the heavy lifting, managing and developing solutions, so you can focus on your customers.

What next?

The information in this guide is designed to help you get off to the best possible start with WHC Express. But if you any questions or need any help, please get in touch with your account manager.

Call: **0800 671 045**

Email: **clientreception@bt.com**

Visit: **btwholesale.com/whc-express**

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