

Compare Products

Compare selected products, with **side-by-side listings of product metrics and other factors**, with a focus on actionable intelligence.

View analyst perspectives on each product, including strengths, weaknesses, and buying criteria.

Point and Counterpoint arguments to understand how to position or defend against competitive products.

Current Analysis

Home | My Analysis | Intelligence Reports | Companies | Markets | Products | System Admin

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ATM (Europe)

Metrics | Strengths & Weaknesses | Buying Criteria

BT Global Services - BTSE (Pan-European) BT Global Services ATM	Cable & Wireless - TSE (Pan-European) ATM
Network ATM POPs: 300+ in approximately 260+ cities Access Speeds: 1.5 Mb to 155 Mb (622 Mb in the UK)	POP's in 14 countries in Continental Europe 2 Mbd/s to STM-1
Service Types of Connections: PVCs International Coverage: Available directly in 35 countries	VPC/VCC Available directly in 35 countries
Pricing Installation: 25 countries; Via frame relay extensions: 70+ countries	Yes Flat rate
Service Level Agreements (SLA) Data Delivery Rate: CBR Data Delivery Rate: VBR-rt Mean Time to Fix: Yes Flat rate	Designed for CLR of 1 in 10 ⁻⁹ . Not part of SLA. Designed for CLR of 1 in 10 ⁻⁷ . Not part of SLA. Four hours - target

Measured as CLR target = < 4 x 10⁻⁹

Strengths and Weaknesses

BT Global Services - BT Global Services ATM	Cable & Wireless - TSE (Pan-European) ATM
Current Rating : Threatening	Current Rating : Threatening
Current Perspective : BT Global Services has taken the lead in integrating in-country networks with long-haul capabilities, which is good news for BT's ATM offer. However, the company's ATM product is compromised in certain geographies (i.e., the Nordics and France) due to a lack of network capacity.	Current Perspective : Cable & Wireless has a mature ATM product. However, the company will have to improve its online monitoring tools and, more critically, reassure customers that their international services will not collapse into disarray now that Cable & Wireless has dramatically altered its international operations.
Weaknesses • Weaknesses (from Concert) into competitor provide a mix of in-country and (and other) BT's ATM range, assets publicly. At references competitive offer, the level of visibility for ATM studies and external announce ATM new business leads (e.g., Equant and offer ample	Weaknesses • Cable & Wireless has a mature ATM product which has been offered since 1997. The company also has the ability to integrate the product with other WAN solutions (i.e., Frame Relay and Dedicated Internet Access) to provide a flexible hybrid solution to meet any range of customer requirements for speed, reliability and accessibility on a global basis. With Frame-ATM inter-working customer access speeds can vary from 64kbit/s up to STM-1. • Cable & Wireless offers a relatively weak online monitoring tool. The performance metrics for delivery rate and utilisation are reported on a POP to POP, not end-to-end basis. At the same time, latency figures are not available. Network management capabilities are non-existent. Competitors, such as BT Global Services, provide such capabilities free of charge for all ATM customers (new and existing). The platform is also company-wide for all products. Customers avoid the complexity of using multiple online tools for differentiated services.

Buying Criteria

BTSE (Pan-European) Services ATM	Cable & Wireless - TSE (Pan-European) ATM
Performance • BT Global Services committed cell delivery rates and latency and with an online tool that allows customers to review service levels for each service.	Performance • Cable & Wireless includes three CoS, CBR, VBR/rt and VBRnrt with up to a 1:4 peak cell rate ratio. For customers, this means greater scalability to support low latency-sensitive ERP applications or audio and video streaming.
Reliability • BT Global Services provides a full set of network and access features to ensure redundant links, shadow PVC's for re-routing, and inverse multiplexing, which is available across the ATM footprint.	Reliability • Cable & Wireless provides redundant links, routing and options for dual performance, resiliency and the company can

Counterpoints

Cable & Wireless - TSE (Pan-European) ATM	BT Global Services - BTSE (Pan-European) BT Global Services ATM
Points • Cable & Wireless has a relatively weak online monitoring tool for all delivery are no management	Points • BT Global Services has recently network presence via the acquisition of Global Infonet has established a network in the US, countries, and has on-the-ground presence in over 70 countries and territories. BT Cable only international carriers growing

Service Info

Primary Audience
Sales
Product Managers
Marketing

- ### Benefits
- ✓ Save time comparing your most important competitors' strengths and weaknesses
 - ✓ Improve messaging by understanding how to attack and defend against competitive positioning
 - ✓ Compete more effectively by understanding buying criteria
 - ✓ Strengthen RFP and RFI responses

Current Analysis

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