

[Name]
[Job Title]
[Organisation]
[Address 1]
[Address 2]
[Address 3]
[Town]
[Postcode]

Dear [Name],

**Considering moving to a converged IT infrastructure for enhanced business agility?
Then take it at a pace that suits you - with BT Convergence QuickStarts**

Your customers are seeking ever-improving service, a smooth and seamless online purchasing experience, lower prices and greater choice. You're also facing the extra challenges of globalised competition and thinner margins - plus an imperative to be agile in the face of rapid market change and the growth of the digital networked economy.

Convergence is the technology platform that can enable this agility. It delivers improved communication, collaboration and streamlined business processes and BT is at the forefront of its development and introduction. Understanding and exploiting Convergence can seem complex and daunting - but it needn't be. BT's Convergence QuickStart solutions are designed to help you find the right place to begin your Convergence journey, at a pace and price that's right for your business.

Our QuickStart solutions help you find the right starting point for introducing Convergence technologies into your organisation, providing a cost-effective way to enhance your agility. With fast implementation of between one and six weeks - and starting from as little as £1,000 - BT's Convergence QuickStart range offers real value and simplicity designed to help you achieve your commercial objectives and ease areas of pain in your business.

We've summarised all you need to know about BT's Convergence QuickStarts in the enclosed brochure. Why not visit us at www.bt.com/uk/bt_convergence_quickstarts to find out more?

We'll be calling you in a week to discuss your needs and look forward to outlining how you can begin your Convergence journey with BT.

Yours sincerely,

[Name]
[Job Title]
[BT]

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