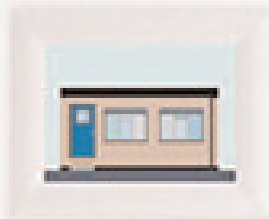
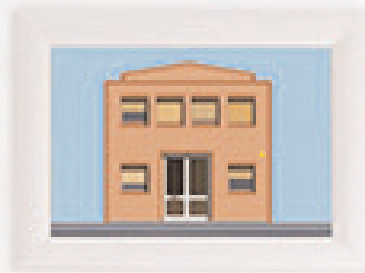


Unlock the potential of your business with BT Unified Communications



Bringing it all together **BT** 

Why should you unify your communications?

In business, especially during these uncertain times, it is important for you to benefit from all forms of communication and information technology to help you:

- Improve your customer service to increase your customers' satisfaction and advocacy
- Reduce your overall costs by having one single communications platform
- Be easier to work with by ensuring that your customers can always contact you, so you don't miss calls and potential business
- Make key decisions quicker by being able to contact the right people when you need them, and have all information instantly available
- Work anywhere by having access to all the information your people need whilst working remotely, meaning you can enjoy a better work-life balance and save on travel costs
- Improve productivity by eliminating telephone tag, time wasted at the fax machine and chasing emails or voice messages across several media
- Ensure your business is secure and is meeting the relevant regulatory requirements
- Improve your overall business agility, efficiency and competitiveness

Doing this successfully does not come automatically and can be daunting. It involves understanding your customers' needs and how you can better serve them. You also need to have the right communication and collaboration systems in place. With our expertise in building such solutions, we can help you achieve this goal.

Unify your communications to benefit your customers

Nowadays, customer expectations are rising, and meeting them is crucial to your business's long-term success.

If your people can't answer their phones promptly, or you are slow to respond, customers are likely to go to your competitors. It can cost 10 times as much to find new customers than to retain those you already have, according to Paul Cooper of the Institute of Customer Service. As such, customer advocacy is key to long term survival.

Now customers not only expect to deal with you on the phone, but also through email, by instant messaging, collaboration and social networking.

BT's unified communications solutions help you improve the way you interact with customers, which helps improve customer satisfaction and advocacy.



Unify your communications to benefit your business

Within your business, it's likely that you have people who work out of the office. Frost and Sullivan report that only 20% of the workforce is tied to their desk. Flexible working practices are flourishing in the UK and driven by several factors, including being more convenient, being quicker and more cost effective, and also by the fact that they're better for the environment.

To enable flexible working, your people are likely to use many types of devices such as desk-based telephones, mobile phones, BlackBerry or Windows Mobile Smartphone devices and laptops. Day to day communications between colleagues requires voice, reliable email, and instant messaging. The reason is simple - to increase productivity and efficiency. According to the Ipsos Reid 2007 survey, using mobile messaging devices such as the BlackBerry, recovers an hour per day of work time.

Nowadays more and more of your customer information will reside in differing electronic media. It will be in many forms, including email communications and CRM data, and anyone in your business may need easy access to it. The value of this information increases with the number of people who can use it. At the moment, many users hold this information across multiple systems so it's often difficult to locate up to date information. BT's unified communications solutions draw on these technologies and bring everything together on one platform that all your people can easily access. These solutions can also help you reduce your overall IT costs as you don't have to manage multiple networks.

Why we can't carry on as we have in the past

Unified communications and collaboration is rapidly becoming the standard practice of corporate and small business communication. Why? Because unifying your communications offers four distinct business benefits:

- All incoming and outgoing communications are unified onto a single mailbox (for example, Microsoft Outlook) meaning you waste less time accessing information from various sources
- You can access vital business and customer information wherever you are, using remote access to office systems. You can also access your voice, data and fax messages remotely, meaning you're able to respond to customers more quickly
- It helps reduce overall communication costs. Having a single platform to carry all forms of communication such as telephony, wireless, data and Internet Protocol (IP), means you can save money that can be spent elsewhere in your business
- Sharing information more easily helps you work better both internally and with external partners. Business processes are streamlined, saving you time and improving productivity and profitability

What can unified communications do for you?

Unified communications allow you to make more intelligent and effective use of multiple technologies in a complex world.

This means that you can serve customers better, work more effectively with colleagues and business associates, and enjoy the benefits of flexible working.

Improve how you serve customers

Whether you rely on your business telephone number, web-site, or company marketing - your customers will probably want to contact you through multiple means, be it via email, instant message, phone, or the web.

The way your customer chooses to communicate with you varies from person to person. You need to be able to respond to whatever medium each individual customer chooses.

75% of teens prefer instant messaging to email

According to a poll carried out by AP-AOL, instant messaging now dominates over email amongst the younger generation, while their elders still prefer email. 75% of adults who use instant messaging still use email more often, while 75% of teenagers send instant messages more than email. Indeed, one in five teens send more than 100 instant messages a day, while 75% of adults send fewer than 25.

Work together better

Your business needs to respond quickly, effectively and consistently to your customers' demands. Making sure your front line employees have the right information at the right time helps you to give better customer service, enjoy higher customer satisfaction and achieve more sales.

If you hold your business information across multiple sources and update it manually, keeping it current can often grow into quite a resource overhead. A common platform can hold customer details together with their transactions and provide the information to users who can act on it. Unified communications means your data is more easily accessible. For example, you would be able to click on a name to contact a customer directly from a business application.



Work anywhere

Increasingly, your business may not be fixed at a specific office and your people may be widely dispersed, working from home or out on the road.

It's vital to contact people and you can do this in numerous ways. It's not enough just to enable voice and email contact.

Unified messaging lets you choose how you contact people and ensures the message gets through.

Unified messaging brings together email, voicemail, instant messaging and fax into one mailbox, so senders can choose the most suitable means of contact. And recipients can pick up their messages from a single place, no matter which medium the sender uses.

Presence will show you when your employees are and are not available, so you can find available colleagues to move an activity forward.

By using both unified messaging and presence, your people can contact others more easily and quickly to get things done.

Unified communications technologies such as audio, video or web conferencing help you to do your bit for the environment by reducing travel "at the touch of a button". This also saves you travel time, which increases your productivity and reduces costs.

Allowing your people to work flexibly, supported by unified communications, gives them a better work-life balance and greater job satisfaction. If they are more satisfied they are more likely to stay with you, saving you the costs of replacing them.

Simplify business contact

Consolidating your telephone numbers across both mobile and fixed lines enables your people to be contacted by one number, making it easier for your customers to do business with you.

Cartrefi Cymru – a charitable organisation– using BT Video Conferencing

- Having a highly dispersed workforce and requiring a high degree of collaboration and meetings, this involved over 100,000 miles of travel a year
- BT Video Conferencing enabled the company to set up remote meetings, cutting travel and saving 400 days of otherwise ineffective time
- Web conferencing has saved the business around £50,000 in direct travel and hotel costs



What does a unified communications solution consist of?

Key elements are:

- A single messaging interface across voice, email and instant messaging, so you can retrieve and manage messages, and act on them more easily. You can prioritise responses to ensure that you act promptly on important and time sensitive activities
- A single communications interface to ensure that enhanced features like conferencing are used appropriately, and enables you to contact your colleagues and customers successfully at the first attempt
- Improved collaboration so you can more rapidly turn customer insights into decisions, helping speed up service or time to market
- Improved availability and productivity across fixed and mobile communications media, with presence to give you visibility of colleagues within and outside the organisation
- Application and information sharing across the business, so you know that the documents you are sharing and updating are the most current
- A common IT and communications platform, managed centrally to deliver the benefits across an integrated network supporting multiple applications. This helps you to deliver not just an improved cost of ownership, but also to quickly respond to changing circumstances

BT is able to discuss all the key elements of unified communications with you across the communications and IT spectrum, to ensure that the solution we choose fits your business

Benefits summary

Business Needs	How BT can Help	Benefits
<p>You are likely to need to:</p> <ul style="list-style-type: none"> • Control costs, both direct and overheads • Respond quickly and with agility to customers' needs • Simplify complexity • Build and maintain customer advocacy • Gain a competitive advantage through increased productivity and efficiency 	<p>Unified communications help your communications infrastructure work together via:</p> <ul style="list-style-type: none"> • Voice • E-mail • Instant messaging • Presence applications • Voice, video and web conferencing • File sharing • Applications sharing • Record management • CRM 	<p>You may then enjoy the following benefits:</p> <ul style="list-style-type: none"> • Improved communications • Seamless user experience • Enhanced efficiencies • Improved productivity • Flexible and mobile working • Reduced costs • Maximum client facing time • Greater growth potential • Increased business agility

We want to help you increase revenues and be more successful

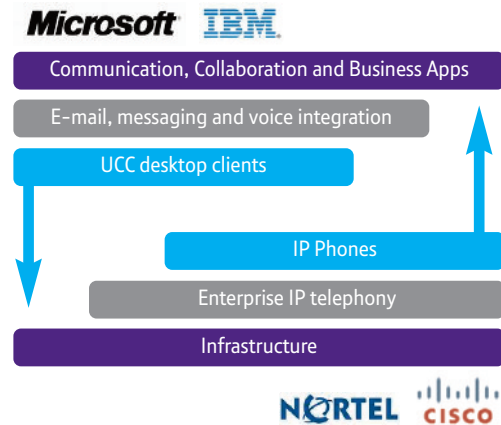
Talk to BT about unifying your communications

BT unified communications: the approach

To be a success, unified communications technologies must meet your business challenges and particular circumstances.

The best approach is likely to mean combining products and services from multiple vendors.

Vendor specific approaches have the drawback of being centred on their strengths rather than looking at the whole breadth of unified communications solutions. They can also be costly, with different vendors charging different prices and offering varied support levels. BT is skilled across all aspects of unified communications and IT. We use components from all leading vendors as well as our own, meaning that you have one single supplier, with one single sales and service support platform. Our skills and capabilities enable you to benefit from what the key vendors across networking, communications systems and applications are doing.



BT's unified communications and collaboration solutions cover every aspect of communication, both voice and data. Through our extensive experience we have a wealth of knowledge and expertise in delivering unified communications solutions, all of which we can provide to you as a "one-stop shop" for all of your IT requirements. This reduces the complexity and frustration of having to deal with multiple vendors.

We use our skills, experience and leadership to ensure the solution fits your business's requirements.

BT helps customers unify their communications

Transform communications

A BT supplied Nortel IP infrastructure enables Damartex UK to transform customer communications while managing a multi-channel sales environment.

“We anticipate that over the next ten years, orders via the post will decline and calls into the contact centre will increase. In fact, call growth is currently increasing at three per cent per year. Furthermore, as today's forty-plus buyers enter their sixties, they will be using the internet more than they will the post and telephone.”

Ian Auken, Network, Communications and Service Delivery Manager, Damartex UK

Stay in touch

MEDACTA UK uses a BT Versatility system for fixed line communications, together with BlackBerry Internet Service for mobile communications and BT Business Broadband for internet access, allowing their people to stay in touch with customers and each other both in and out of the office.

“I have found the BlackBerry invaluable. I use it for both voice calls and for access to my emails on the move. It's so convenient and simple to use and it makes things so much easier to manage, particularly on short trips because now I don't even need to take my laptop.”

Malcolm Pearson, Managing Director, MEDACTA UK

To find out more, please visit www.bt.com/unifiedcomms

Offices Worldwide

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PHME 57575/02/09

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