

Event manager virtualises services with BT



“Overall, BT gives me a **reliable and cost effective service** that enables me to be more professional, and I look forward to growing my business with them.”

Stephen Brooks
Director
PM Squared

Laying the plans

After 10 years working at a big conference and event management firm, Stephen Brooks set up his own company to give clients the large agency experience but with greater value for money. For Stephen's new company, PM Squared, effective communication facilities would be critical to success. Initial purchases included BT Business Total Broadband, BT Business Email, and BT Backup.

Stephen had planned to take an internet and business email service from a third party IT company but the prospect of dealing directly with BT was more attractive. “I looked at what BT had to offer,” he says, “and it was more cost effective to manage it myself rather than paying a third party to do it for me.”



About PM Squared

PM Squared is a conference and event management company, targeted at organisations looking to outsource the running of conferences, seminars and events in order to release added value or harness professional event management expertise. Stephen Brooks has over 10 years' experience in the field, delivering events for between 20 and 1,000 people over single or multiple days in the UK or overseas. For further information on the services PM Squared provide, please visit their website: www.pm-squared.co.uk

Personal productivity

A year on, PM Squared was a firmly established, growing company and opted for a range of new BT services. Stephen Brooks explains the rationale: “Like many organisations today, PM Squared is largely a virtual company. That means we not only need to be highly flexible and resilient, but also able to operate and respond proactively without incurring the overhead of a big central office.”

As part of its virtual business model, PM Squared employs freelance contractors and, with BT Business Email, Stephen can quickly set up new PM Squared email addresses for them. This simplifies administration and helps the company maintain a unified brand.

BT Office Anywhere ensures that Stephen Brooks has access to all the information he needs whether he is in his office, delivering a project on site, or picking up his children from school. It means that, when things are quiet, he needn't wait in front of his office PC for emails. BT Office Anywhere is a hand-held device that provides him with real time access to emails, contacts, and his calendar. "I can be out and about without worrying I will miss a client call, so the BT solution gives me an improved work life balance with greater flexibility," says Stephen.

Effective collaboration

PM Squared also uses BT Workspace, an online tool that helps people to work together more effectively from anywhere enabling, for example, remote sharing of files and task lists.

BT Workspace has become a vital tool for communicating, collaborating, and managing projects. Stephen can organise all project documentation in files and folders and amend them online so they are up-to-date for everyone. Instant messaging – with the conversations recorded in a central location – is another BT Workspace feature, ensuring the responsiveness of PM Squared to its clients. Stephen adds: "I am even able to give my clients access to BT Workspace so that they have full visibility of what we are doing for them."

Looking to the future

Other BT services in use by PM Squared include BT PC Backup, which automatically copies business critical data to a secure off-site storage facility every day to protect the company against loss. PM Squared is now ready to embrace the BT Business Broadband service, which will support both internet access and business telephony. This will be complemented by BT OneBillPlus, which combines the company's telephony, broadband, email, BT Backup, and BT Office Anywhere spend on one monthly bill.

By sourcing all its communications from BT, PM Squared realises significant savings in time and money. Furthermore, BT services are designed to be scalable, giving the company a platform for future growth. Because of the benefits of consolidation, PM Squared is even considering migrating its mobile service to BT. Stephen concludes: "I'm also planning to use BT Tradespace as a marketing and networking tool. Overall, BT gives me a reliable and cost effective service that enables me to be more professional, and I look forward to growing my business with them."



About the BT solution

PM Squared uses a wide range of BT business products and services. A BT Business phone line, BT Business Total Broadband and BT Business Email provide the communications infrastructure with business-class functionality such as call divert, anti-virus, 24*7 support, and calendar sharing. BT Office Anywhere is a pocket-sized device that supports email and voice

communications and makes remote and flexible working easy. BT Workspace enables online document sharing and collaboration between PM Squared and its contractors and customers. BT PC Backup is a cost-effective service that automatically saves business critical data to secure off-site locations to protect it from loss.

"Like many organisations today, PM Squared is largely a virtual company. That means we not only need to be **highly flexible and resilient**, but also able to operate and **respond proactively** without incurring the overhead of a big central office."

Stephen Brooks
Director
PM Squared

"I can be out and about without worrying I will miss a client call, so the BT solution gives me an **improved work life balance** with greater flexibility."

Stephen Brooks
Director
PM Squared

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2008 Registered office: 81 Newgate Street, London EC1A 7AJ Registered in England No. 1800000. BT and the connected world logo are registered trademarks of British Telecommunications plc. Designed by Design Directions Limited. August 2008