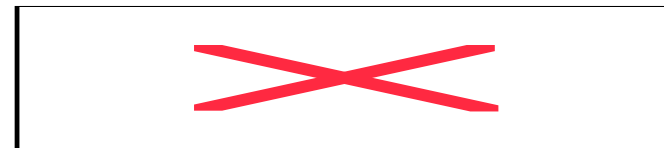




# Creating an environment for Unified Communications



**Steve Masters**



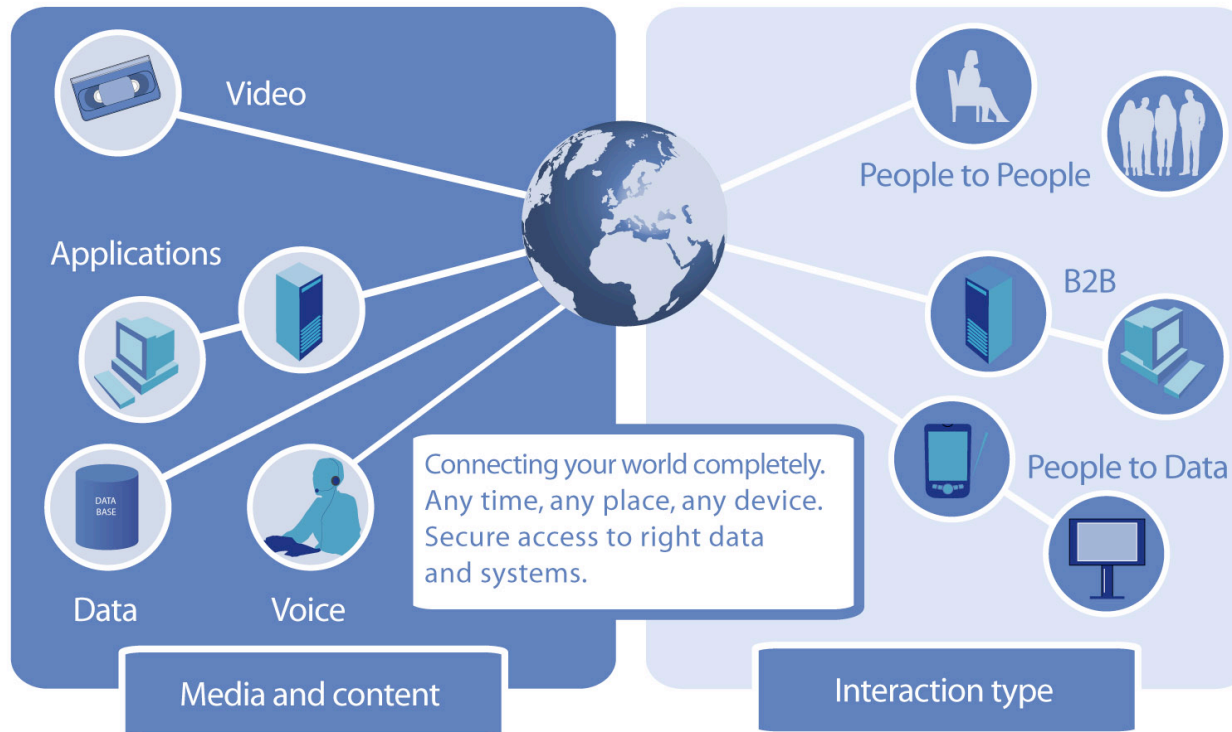
# Firstly - a consistent strategy for BT Global Services

Build on existing corporate relationships  
Grow global market share of our target customers  
Use convergence to expand offering into networked IT services  
Develop our traditional UK base  
Drive for cost and capital efficiency



Meeting the networked IT services requirements of multi-site organisations

# Secondly - on completion of that strategy Communications networking in the future



Integrated Pervasive Collaborative

# Convergence will take us there.. But what does it mean?

## To our customers?

- Hiring, recruiting, training staff
- Managing costs and budgets
- Aligning IT with the business
- Managing infrastructure refreshes

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## To BT Global Services

- Managed services – latest skills
- Rationalise, condense, consolidate
- Network centric applications
- Watertight migration strategies

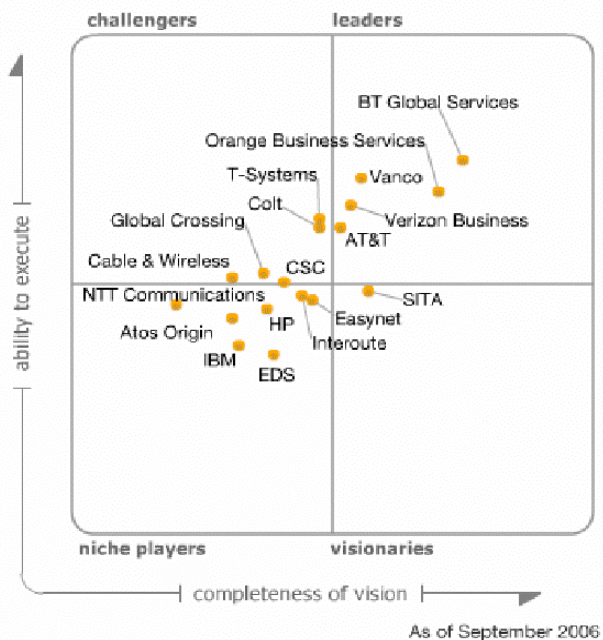
Source – MIS Magazine CIO survey 2006

# The view from the market

A leading position!  
BT are qualified to be your  
convergence partner of choice

73% of Enterprise customers asked,  
plan Voice & Data Convergence  
within the next 3 Years

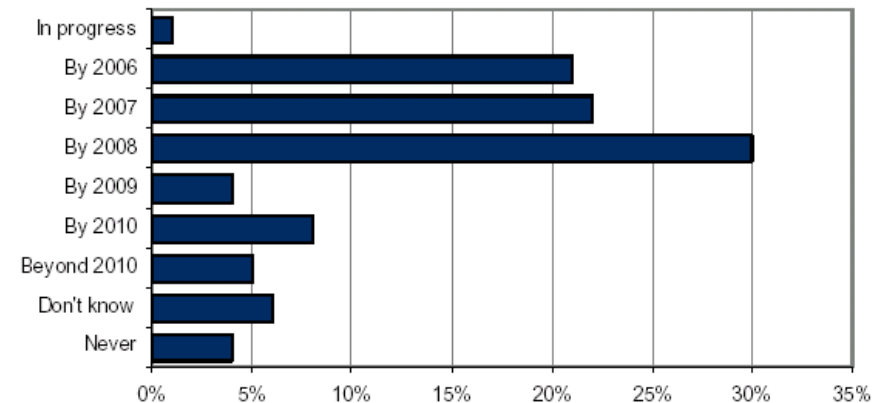
Figure 1. Magic Quadrant for Pan-European Network Service Providers, 2006



Source: Gartner (September 2006)

## Expectations for Fully Converged Voice and Data

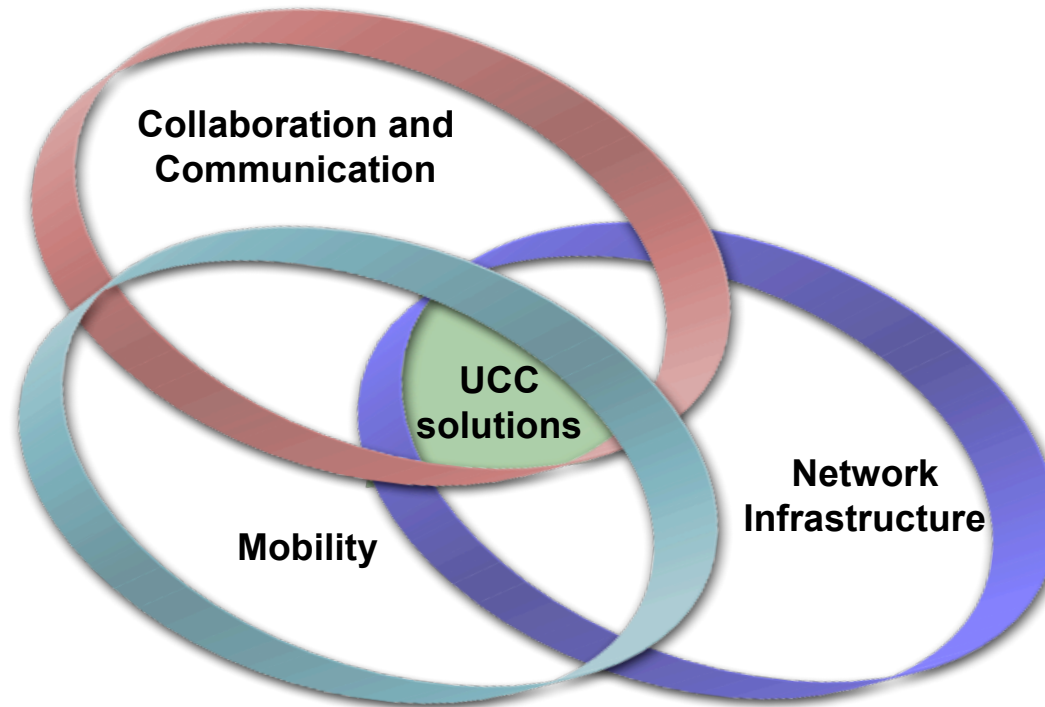
Q. In how long does your organisation expect to achieve full data and voice convergence? That is, replace all TDM voice with pure IP services? (n = 440)



Source: IDC, 2005



# A convergence of key capabilities..

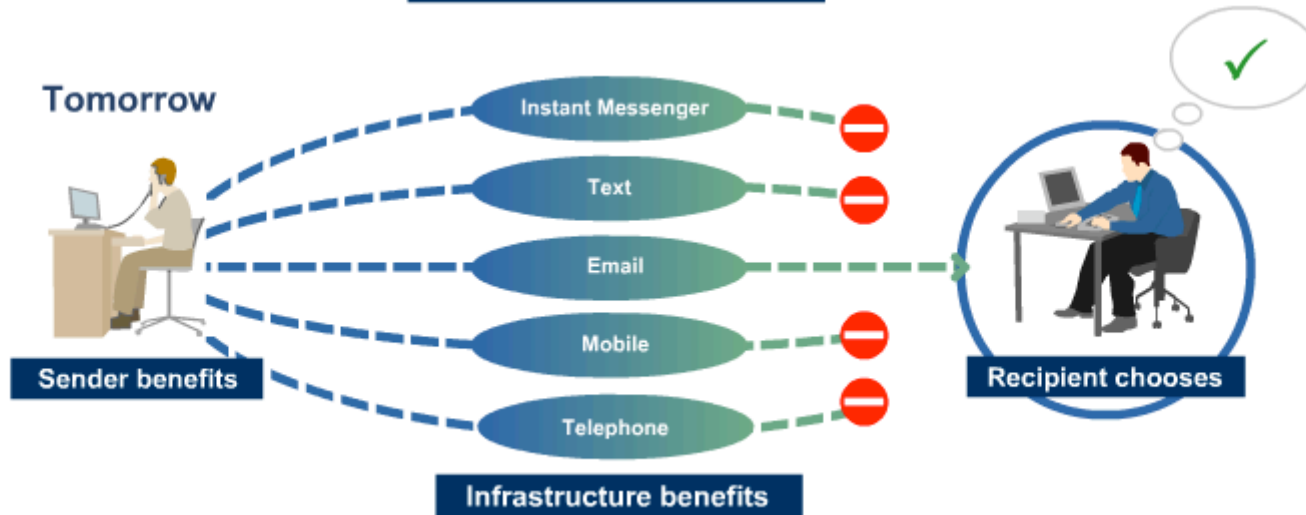
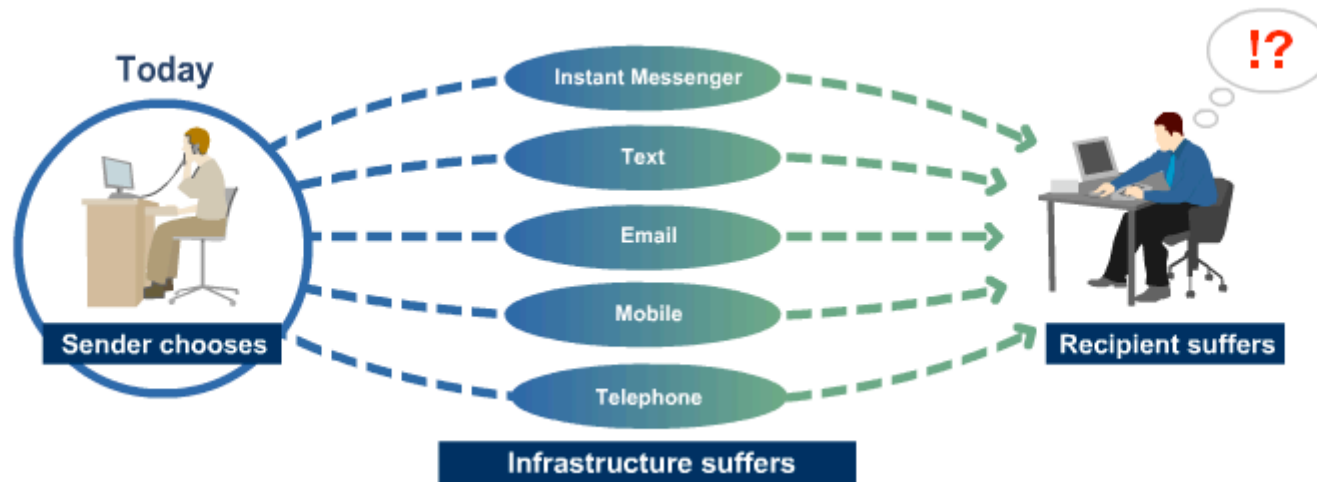


- Integration of IT, fixed and mobile infrastructures
- A network embedded, Unified Communications Application
- Information sharing and collaboration when in & out of the office

**BT has this unique capability!**

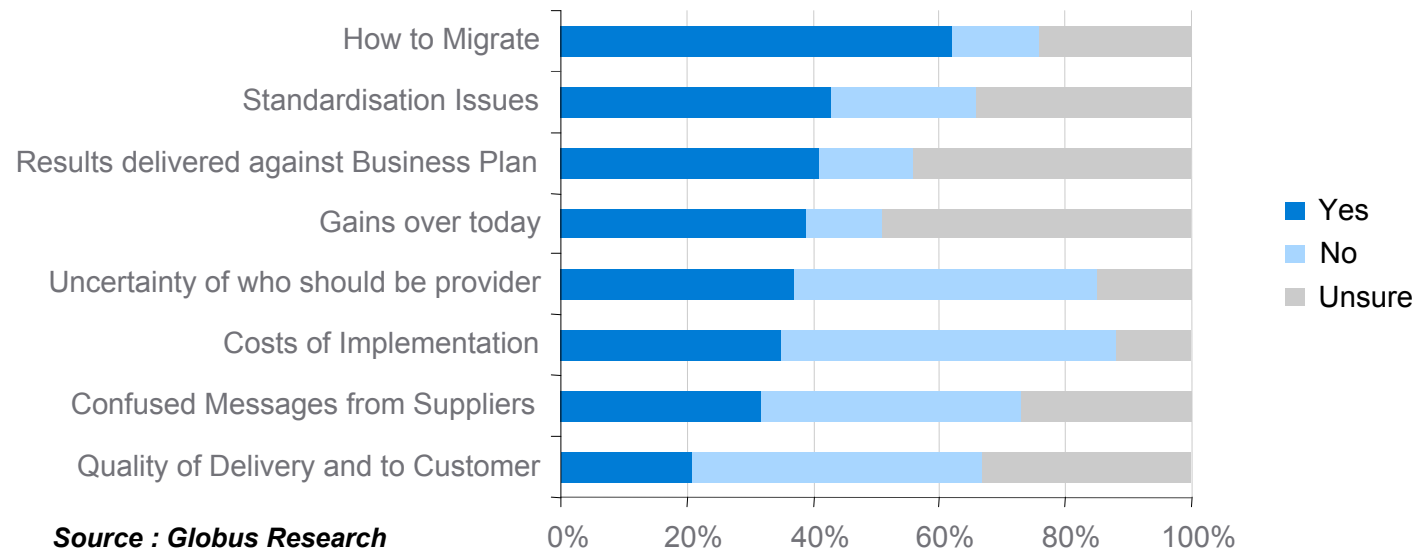


# How will this change communications?



# Building your migration strategy.. Work with BT...break down the barriers!

What are the barriers to converged services introduction in your company?

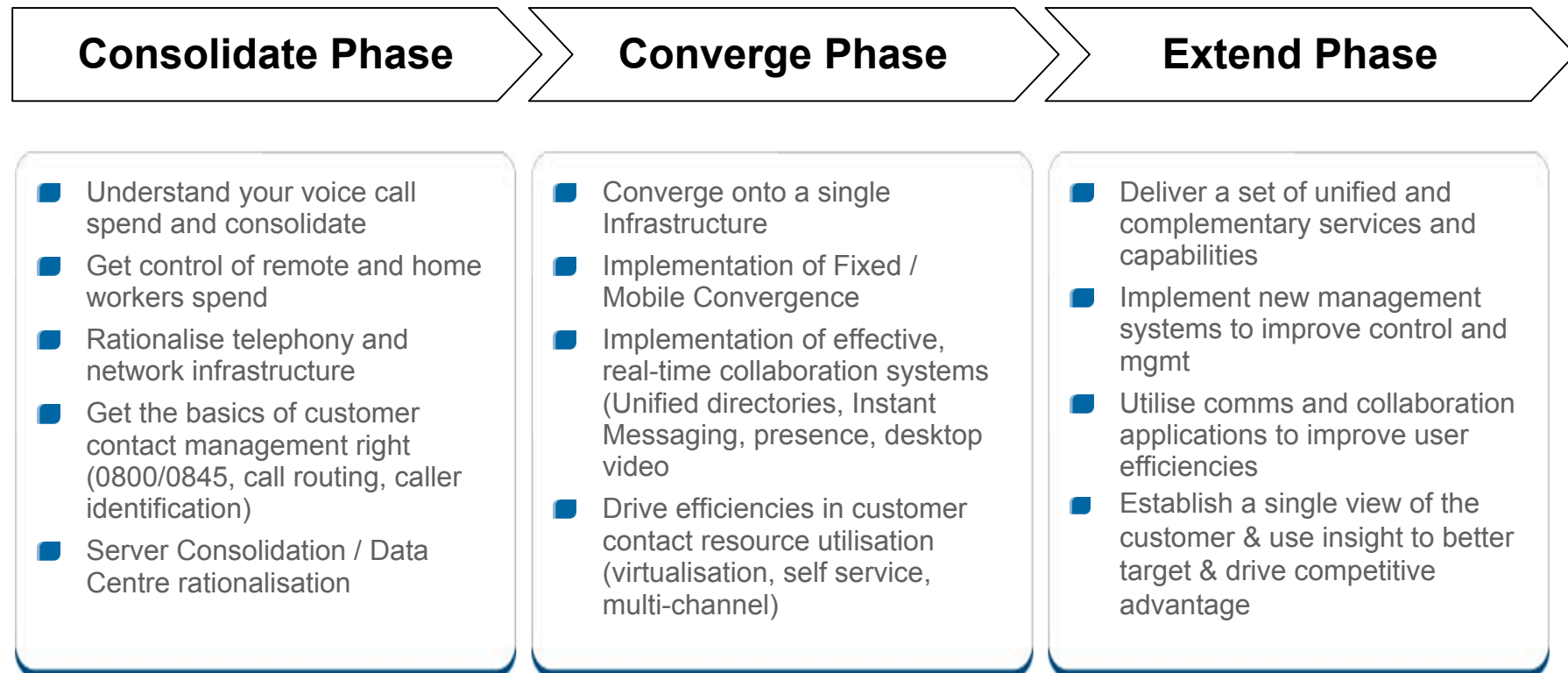


- BT can help you with the “how to Migrate”
- We have the essential old world new world expertise
- Return on Investment tools – building the business case





# Building the roadmap.. What happens at each stage?



**Some examples of what we do and will offer at each stage...**



# BT global propositions, addressing our customers' priorities

1<sup>st</sup> sales journey – Establishing the right infrastructure!  
Build the underpinning platform to support the business!

## Establishing the right Infrastructure

- Infrastructure optimisation
- Single global IP platform
- Underpinning business applications



# BT global propositions, addressing our customers' priorities

**2nd sales journey – Ensuring security and managing risk!**  
Take the infrastructure; secure and de-risk with business continuity!

## Ensuring security and managing risk

- Networked business continuity
- Integrity of data and information
- Managed Security solutions
- Total security solutions



# BT global propositions, addressing our customers' priorities

## 3rd sales journey – Enabling your workforce!

Extend the infrastructure to include flexible / mobility solutions for workers!

### Enabling your workforce

- Mobilisation of workforce
- Pervasive access to information
- Mobile integration solutions
- Flexible working solutions



# BT global propositions, addressing our customers' priorities

4th sales journey – Serving your Customers and Citizens!  
Customer centric relationship management solutions!

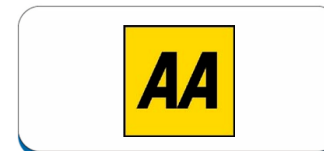
## Serving your Customers and Citizens

- World Class CRM/IPCC solutions
- Getting you closer to your customer
- World class network services



# Delivering for customers today

- Establishing the right infrastructure
- Ensuring security and managing risk
- Enabling your workforce
- Serving your customers and citizens



# Your service providers convergence plans?

## BT's 21st Century Network

- Convergence benefits apply to service providers!
- What are your service providers convergence plans?
- The largest network transformational project in the world today!
  - £10 billion investment
  - Multiple platforms collapsed into single IP infrastructure
  - Expected 50% of PSTN to IP network by 2008
  - Expected £1 billion per annum saving by 2008/9
  - Leading best practice in SOA standards



# Why BT? Globally- delivering networked IT services

- Track record in delivering global networked IT solutions
- Extensive global reach and capability
- Proposition based solutions fulfilling customer needs
- Converged services, Contracts and SLA's

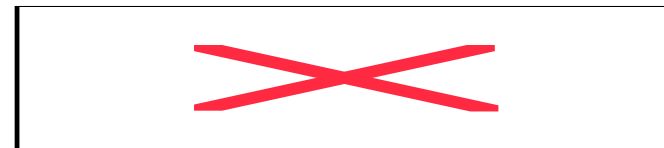
**BT Global Services – A Powerhouse of Convergence**







## Case study slides



# Outsourcing solution keeps national motoring organisation ahead of its competitors



**BT has assumed management and support of the AA's mobile technology infrastructure, helping the AA to maintain its market-leading position of customer service excellence**

## Business issue

- Key to the AA's growth is service and innovation
- Outsourcing agreement had to equal or better service from former provider
- New partner would help AA develop into new areas

## Solution

- BT manages AA's mobile communications architecture and third party suppliers
- Controls back office, help desk and in-vehicle support
- Assumes ownership of AA's laptops and parts

## Result

- BT is conforming to established SLAs (above the levels realised by former provider) and cost targets
- BT has met or exceeded all SLAs
- BT has helped the AA retain its low TCO

“The AA has won the J.D. Power award three years out of the last five, including 2005 during the transition to BT. This year we also won the Best Overall Service Provider award from Fleet News magazine. The support that we receive from BT is essential to us in receiving those accolades and maintaining and improving the customer experience.”

*Trevor Didcock, Information Systems Director  
The AA*



# Wireless technology offers competitive edge



## Fiera di Vicenza partners with BT Albacom to optimise business performance and create the largest Wi-Fi network in northeast Italy

### Business issue

- Differentiation within the competitive Italian and international exhibition market
- BT Albacom presented a number of technology options to improve business performance

### Solution

- Cisco-based Wireless LAN solution to offer exhibitors vastly improved access to network services
- Incorporates 100 access points and complete integration with Gigabit Ethernet fixed network

### Result

- Pay back within 15 months
- Superior offering allows on-line access across all exhibition areas (62,500 square metres)
- Maximised revenue streams and allowed company to introduce 'pay as you go' access
- Network intelligence has enhanced security and reduced provisioning times for visitors and exhibitors

“Like many organisations it is important that we are able to focus on our core activities and markets. We trust BT Albacom to act as our ‘eyes and ears’ in the technology sector – constantly looking to bring innovation and new ideas to the way we do things.”

*Corrado Facco  
CEO  
Fiera di Vicenza*

# Outsourced customer service excellence



## TNT Express Italy has assured continued market leadership by transferring management of its call centre platform to BT Albacom

### Business issue

- Cost savings were not the primary driver
- The company wanted to offer excellent customer service to differentiate itself and maintain market leadership

### Outsourcing Scope

- Management of the existing call centre technology platform, 803XXX freephone services and PABX management of some 94 switches
- Full maintenance and support, including hardware and software enhancement and upgrade
- Transfer of assets from customer to BT Albacom

### Result

- Customer-centric model. Focus on core business
- Enabled TNT to rationalise call centres, creating one virtual contact centre
- Released in-house resource to manage higher-value tasks
- Productivity improvements equate to a saving of around 30 people or the equivalent of €1 million per annum
- Calls handled within 10 seconds have improved from 69 per cent to 84 per cent

“We are very pleased with the service that we are receiving from BT Albacom. The process and cultural changes that we have made together have been entirely achieved without affecting customers – other than to improve their experience of working with TNT Express Italy.”

*Riccardo Bergerone, CIO  
TNT Express Italy*



# A higher calibre network for the MoD



**Partnering with BT gives the MoD more flexible working, boosting security and productivity as well as staff morale**

## Business issue

- Disparate legacy network with 19 separate platforms operating to different technical and service standards
- Risk of network failure, security breaches and low speed of internal communication. Potential threat to national security and lives of armed forces

## Solution

- Single, high-security BT managed IP VPN network handling all IP converged voice and data traffic
- Two LAN infrastructures (with differing levels of security)
- Worldwide any-to-any access via ISDN, PSTN, GSM or GPRS
- BT services and applications, initially video teleconferencing, centralised voice messaging and support speech services
- Backed with BT maintenance contract and dedicated 24\*7 helpdesk

## Result

- Initial savings £400 million from cheaper call charges and 94 per cent reduction in network management headcount
- Further incremental savings £30-£40 million
- One channel for all internal communications for British Army, Royal Navy and Royal Airforce
- Raised bar for delivery of state and international security
- Greater access to communications and increased staff morale

“BT has enabled us to get far more for our money. Before, we were paying billions of pounds every year for an inefficient network. Now we have an excellent secure service that does exactly what we need it to.”

*Commander Mel Smith, Corporate Services  
DFN IPT*



# IP CRM solution lays the foundation for a virtual organisation



**Newcastle Building Society increases efficiency and generates new income streams by distributing work across its enterprise with a BT-IP based CRM solution**

## Business issue

- Losing calls from customers fed-up with waiting
- Unable to cope with call volumes
- No means of routing calls to appropriate call-handler
- Need to increase enquiries into sales
- A virtualised' call centre would allow all staff to work from various locations- head office, home or office

## Solution

- Award-winning Voice over Internet Protocol (VoIP)
- Skills-routing package

## Result

- Number of enquiries converted into revenue-generating sales up by 45%
- £350,000 in additional income
- Income from investment up by £1m
- 50% reduction in abandoned calls

“From the start, BT was willing to share with us its strategic developments so we could immediately see the opportunities for using new IP technologies to meet our business needs – which were to reduce costs and deliver better service. But what was even more impressive was BT’s ability to scale these technologies so that they were accessible to an organisation of our size.”

*Colin Greaves, General Manager,  
Newcastle Building Society*

# Worldwide MPLS network ensures bright future for textile dyes global market leader



**By replacing its legacy Frame Relay infrastructure with a BT MPLS global network DyStar has improved performance, enabled business expansion and saved costs**

## Business issue

- Legacy network inflexible and complex to manage and administer
- Need to reduce global networking costs
- Improved scalability to support business expansion required

## Solution

- BT global managed MPLS network

## Result

- Global networking costs reduced
- Reduced and simplified network administration
- Improved network flexibility and ease of change in line with business needs
- Improved network availability and response times for business applications - backed by service level guarantees

“As a global business it was very important for us to have a one-stop-shop solution, so worldwide presence and coverage were critical selection criteria. Commitment to SLAs was another important consideration, with availability and latency particularly important.”

*Stefan Reuss, Head of IT Infrastructure  
DyStar Textilfarben*

# Network convergence brings top travel company optimal communications and cost control



**First Choice Holidays opted for a single supplier to manage voice and data for a large number of its UK offices, retail outlets and call centres**

## Business issue

- Upgrade voice and data networks and call centre technology
- Consolidate multi-supplier contracts
- Improve network cost control

## Solution

- BT MPLS Managed Service
- BT ADSL
- Rapid deployment - connecting more than 300 sites in just over two months

## Result

- Cost efficiencies – managed service with more capacity for the same price as multi-unmanaged services
- Any-to-any access
- Proactive network analysis and diagnostic tools
- Increased call centre capability for inbound voice call handling

“We’ve got a network that’s more resilient and has additional capacity. It is fully managed by BT, but costs us about the same as we were previously paying for an unmanaged network.”

*Carlos Munoz, BSI Manager  
First Choice Holidays*





# Voca chooses convergence for security and innovation



## Voca relies on BT and Cisco to handle 4 billion payments a year

### Business issue

- Forms part of UK critical infrastructure
- Create resilient, secure infrastructure capable of rapid future growth

### Solution

- Fully converged infrastructure through the wide area network, the local area network and the desktop
- Optical network
- IP Telephony
- Secure remote access

### Result

- Significant cost savings – 25%
- Improved quality of service for their customers
- Broadband access dramatically improves speed
- Improved resilience at lower cost
- Improved productivity through unified messaging & remote access

“We needed to make a quantum leap to an entirely different infrastructure if we were to thrive....”

*Dave Gilmore  
Service Delivery Manager  
Voca*

# Q and A

