

BT can save you money on what you do today and enable you to innovate for the future...

benefiting your customers, your people in-store and your business





...on a flexible cost effective basis.

Turning your networked IT into a business enabler and making it easy for you to respond to change quickly.



### Light up your retail business

 Offer your customers a better shopping experience with multi–channel solutions

 Get to know your customers better and respond quickly to trends with video analytics

 Enable your customers to contact you however they want with scalable contact centres

 Turn on more POS capacity easily when you need it



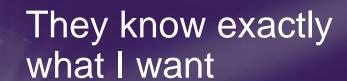
### Light up your retail business



- Increase in store productivity with accessible eLearning for your staff
- Enable staff to feel more confident in front of customers
- Improve your operational efficiency with more effective supply chain solutions



### Your customers







### Your customers

They can text me when I'm near a store









I know my customers better and can concentrate on giving them what they need





I'm working for a leader not a follower





# Your business will be able to turn up IT capacity quickly and easily.

- Why pay for peak-level infrastructure all year?
  By matching IT to demand, we give you predictable, controllable costs and overall savings.
- We can save you up to 40% on your network access costs (compared to private circuits) and up to 30% on your data centre costs (compared to building your own)



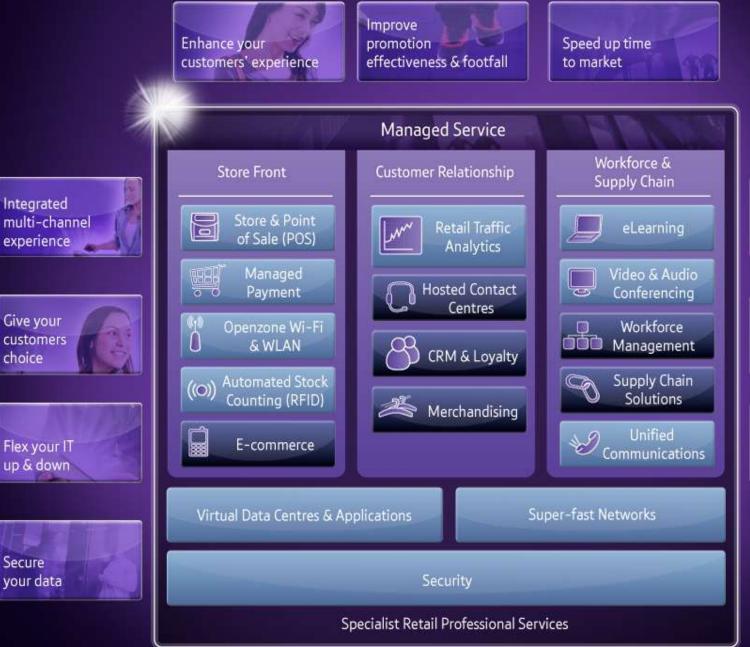


- Increase footfall and improve promotional effectiveness
- Improve productivity of store staff
- Increase supply chain accuracy
- Significantly reduce time to market
- Turn capacity up or down quickly and easily
- Get ready for London 2012

Flexible IT services that are better for customers, simpler for staff, and cheaper for your business...



#### Lighting up the high street



Improve your employee productivity

Better control your supply chain

Reduce your IT costs



BT is lighting up the high street, enabling a step change in retail IT delivery...



...saving you money on what you do today and helping you grow your business through innovation.



### Why BT?

- We are a trusted partner of many retail brands including The Co-operative Group, WHSmith, Halfords, Mothercare and Debenhams.
- We have a specialist retail solution division, BT Expedite.
- We will ensure continuity and avoid disruption during the change.



### We have the proven experience...

- JJB Sports rolled out our Integrated Store solution. Now every store – regardless of size – can offer a full range of stock to customers
- Innovative video-based virtual fitting room from BT made Tommy Hilfiger a smarter, more efficient business.
- Crabtree & Evelyn were the first to implement our POS as-a-service and managed payment service designed to meet the Payment Card Industry security standards.



We are helping UK retailers thrive in a changing world. And achieve growth through innovation.



## Bringing it all together



