



Lighting up
the high street



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



Lighting up the high street

...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 will:

- Benefit from a new digital shopping experience in-store and on the move
- Have greater loyalty to your brand and business



Your customers

They know exactly
what I want



Your customers



They can text
me when I'm
near a store

Your employees will:

- Be able to serve customers more productively using in-store mobility
- Your staff will feel proud to work for a leading company

Your employees



I know what stock is in store or on its way without having to go to the stock room.

Your employees

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



Your employees



I'm working
for a leader
not a follower

Your employees

My sales are up and
so is my commission

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)

Your business will be able to:

- 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

Enhance your customers' experience

Improve promotion effectiveness & footfall

Speed up time to market

Managed Service

Store Front

 Store & Point of Sale (POS)

 Managed Payment

 Openzone Wi-Fi & WLAN

 Automated Stock Counting (RFID)

 E-commerce

Customer Relationship

 Retail Traffic Analytics

 Hosted Contact Centres

 CRM & Loyalty

 Merchandising

Workforce & Supply Chain

 eLearning

 Video & Audio Conferencing

 Workforce Management

 Supply Chain Solutions

 Unified Communications

Integrated multi-channel experience

Give your customers choice

Flex your IT up & down

Secure your data

Improve your employee productivity

Better control your supply chain

Reduce your IT costs

Virtual Data Centres & Applications

Super-fast Networks

Security

Specialist Retail Professional Services



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





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