

Lighting up
the high street

NETWORKS

IT infrastructure is the lifeblood of multichannel retail

Services and solutions to transform your
communications infrastructure



The social network

We live in an age of unprecedented access to information. It's at our fingertips 24 hours a day, seven days a week. With the right technology in the right place, that information can be used to push your business ahead of the chasing pack by giving customers exactly what they want – while arming your staff with instant access to everything they need.

The problem is many current networks weren't designed to cope with all this data and are already groaning under its weight. A new fibre-based superfast network, underpinning in-store communications, wi-fi and IP telephony (IPT) gives you bandwidth to meet the expectations of smartphone wielding customers, while bringing together all your store, e-commerce, back office and supply chain systems.



Fibre broadband is underpinning the retail revolution

Any multichannel retail strategy needs the right infrastructure underpinning it. That's why the future of retail is all about the plumbing.

This might not be as exciting as tablet devices and interactive signage, but it's the fundamental stuff that will make or break your multichannel approach. To create a seamless, integrated experience for customers and staff alike, you need a network that can support this.

Superfast fibre has the bandwidth to cope with the increased strains that multichannel retailing puts on your network.

And more. It will be the foundation for a host of new services and applications, such as:

» HD streaming video

» audience-specific digital signage

» 3D in-store entertainment

» video calls and conferences

» video messages from HQ to stores

» e-learning

Creating a faster, better, smarter network

BT Connect will dramatically improve the performance of your network, by boosting application response times. A smarter network can help increase both sales revenue and customer satisfaction.

Reduce bandwidth – Significant speed transactions times, and reduce bandwidth

Prioritise – 40 per cent of MPLS traffic is http/https – Smartpath prioritises this over the internet

Improve customer service – Address customer service issues and save €000's in costs and potential lost business

Better web performance – 30 per cent improvement of web response times avoids inconsistent performance

Turn IT capacity up, quickly and easily

BT On Demand Compute lets you create, use, monitor and manage a virtual data centre service through a secure portal. It includes a range of predefined storage, server and security services you can configure to suit your needs, and change at any time. So services that previously took months to create now take days – and what took days to manage now takes minutes.

Best of all, you only pay for what you need, when you need it. By cutting your reliance on physical hardware and putting the emphasis on service, you can scale up or down to suit your business, and potentially cut your existing cost of ownership by up to 40 per cent.

“The initial driver for the new solution was PCI compliance. But once the benefits of handing over all ownership of payments to BT Expedite were understood, it was only a small step to see the benefits of passing over all infrastructure in the same way.”

Tim Johnson, IT Director, Crabtree & Evelyn

» pay for what you use, and align your costs to your business needs

» respond to new demands with increased speed and agility

» introduce new applications and services when you need them and scale as required

» combine point of sale, customer relationship management (CRM) and audit operations management (AOM)

» reduce the space required, level of emissions produced and power consumed

» enhance security with physical and/or logical separation at all times

» reduce risk and maximise resilience, with self healing to ensure availability

BT On Demand Compute will give you a flexible IT platform that can more easily support the faster and slicker implementation of new business ideas. As well as being a foundation for the future, the real value comes in bringing all of this together in one solution from one supplier – cutting through the complexity.

A new dimension in networks

If you think next generation networks are the last word in IT, you're in for a shock. We're taking things into a whole new dimension. We've developed a system that can think for itself. So it's not just speedy, it's smart too. With BT Connect, you can be in a thousand places at the same time – and feed thousands of devices in under 0.1 of a second.

A network powered by BT Connect is:

intuitively intelligent

It learns as it runs, so it knows where and when to operate and connect itself without constant human monitoring

instantly adaptive

It responds to your organisation's needs without intervention; it rethinks, regroups and re-connects itself immediately where and when it's needed

best in class for reliability

It's always available and will always deliver connectivity wherever you are in the world, whatever nature throws at it

highly sustainable

Not only is it self-sufficient, but it's also self-sustainable over time, helping to create a better future for the planet

ingeniously simple

It's remarkably easy to use. A single interface becomes the focal point of your business and the heart of your relationships.

All in all, BT Connect will simplify the complexities of networks to bring value to your business.

How intelligent is your network?

We can measure your network IQ and help you run your business more efficiently. Our assessment moves beyond the usual network measures of performance, availability, flexibility, reach and cost. It's a new way to align network performance with business outcomes.

Our intelligent network can provide cloud-based application management to monitor and accelerate performance, along with the ability to flex network and data centre resources as required.

We'll use our unique insight to develop your network strategy. We'll analyse existing infrastructure, implement improvements and manage an intelligent platform that delivers optimal network capability across the globe.

Our IP Connect service is available in 197 countries/territories and we have 22,000 people around the world supporting customers, with one of the largest professional services capabilities in our industry.

“The new BT network is much the same cost as our legacy infrastructure, yet it's an infrastructure that enables us to communicate faster and more efficiently. It will support the rollout of new applications, which will make us more competitive and allow our stores to be more exciting and stimulating for shoppers.”

Steve Kircher, Information Systems Director, Debenhams

Keeping your store connected all day, every day

In today's always-on society, retail is a 24x7 operation – with a growing reliance on the store being connected and access to real-time data. We've drawn on BT's huge pool of communications expertise to create Connect for Retail, a network product specifically for retailers and managed by us. Connect for Retail gives you:

- » reliability and speed
- » value for money
- » personal service
- » fast change control for adding stores
- » payment card industry (PCI) compliance

From a broadband-based platform, we can build a solution with various resilience options, incorporating the most suitable elements from BT's massive portfolio.

Our managed service provides a 24x7 helpdesk to monitor the network and resolve incidents to keep stores connected. You'll be able to get a real-time view of the store network – and can even keep tabs on this from your smartphone. So when you're out and about you'll still be in touch and in control at all times.

Capturing footfall and being in the right place on the High Street is critical, so change control needs to be quick and painless. Our change control desk keeps paperwork to a minimum and aims to get a store connected in the fastest possible timescale – typically six working days, if a phone line is already available.



One network, multiple applications

By integrating with other systems to create a single network, you make things easier to manage and maintain, rather than having to worry about a mish-mash of different platforms. You can then use this single network to make telephone calls over the internet – cutting your costs and reducing the range of different in-store technologies.

Getting everything to work better together creates a foundation for new ways of working. People will be able to collaborate more easily with colleagues, back office staff or suppliers. At the same time new handheld mobile devices will free them to look up stock and serve customers while on the shop floor.



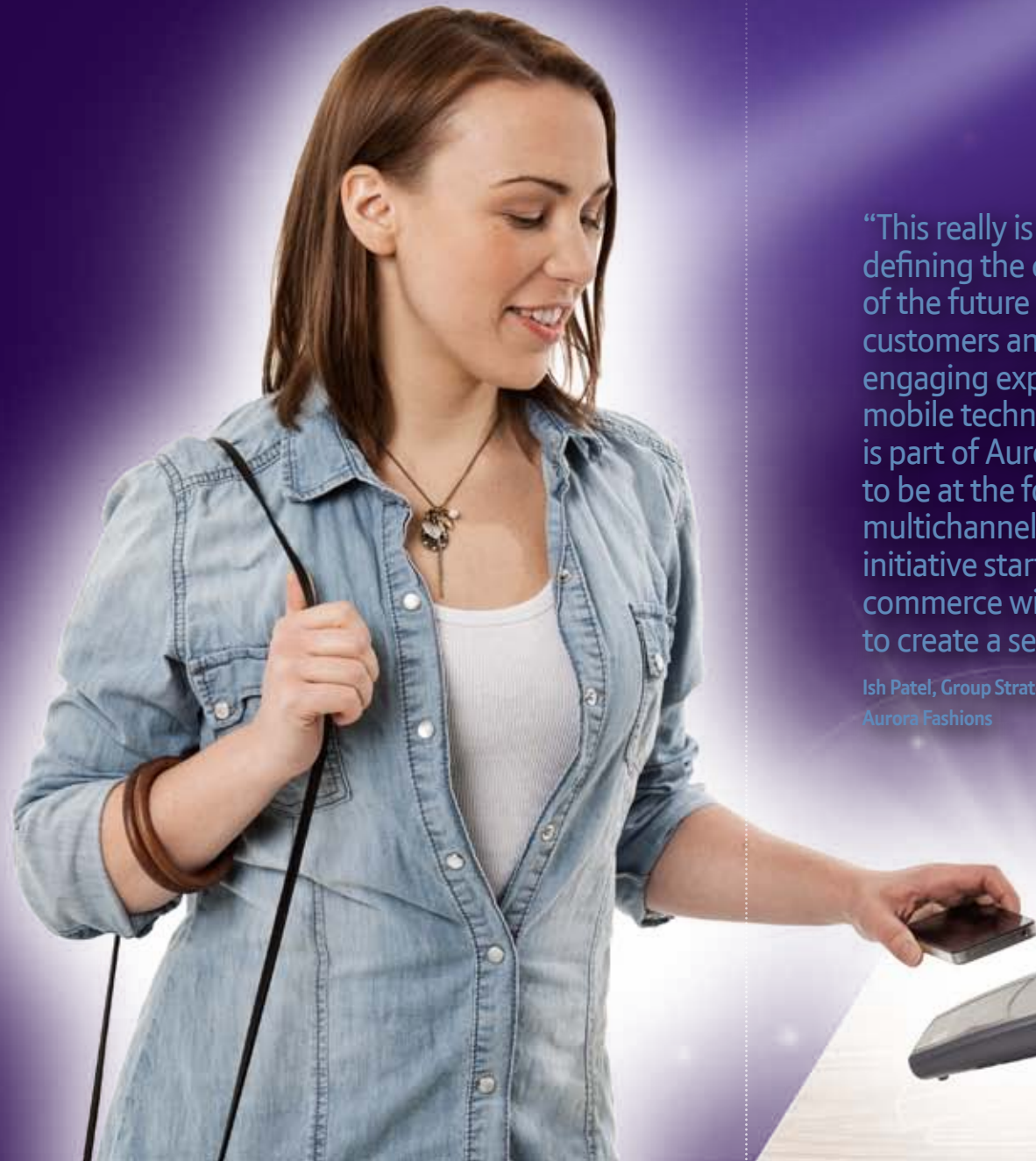
Access all areas

Smartphones are everywhere now. And people want to use them wherever they are – from pubs and libraries to public spaces and... shops. Brands which respond to this will get more people through the doors, improve their experience, and ultimately get them buying more.

We'll supply everything you need to get an in-store wi-fi network in place. Once it's up and running customers will be able to use their phones to check prices, find product information or reviews, access store discounts and loyalty programmes, redeem offers and link to your social networking site to spread the word.

At the same time, this new connection with your customers could be the foundation to:

- » send text messages and push location-based advertising
- » offer in-store promotions while customers are actually in your store
- » see purchase info in real time and feed customer data into your CRM system
- » encourage longer and more frequent customer visits



It's time to checkout and about

“This really is the next step in defining the customer journey of the future and giving our customers an enhanced, more engaging experience enabled by mobile technology. The iPad POS is part of Aurora’s commitment to be at the forefront of multichannel retailing and this initiative starts to merge digital commerce with physical retailing to create a seamless experience.”

Ish Patel, Group Strategic Development Director,
Aurora Fashions

Our mobile point of sale (POS) solutions go way beyond queue-busting. Armed with a mobile device your store staff will have a whole new range of services at their fingertips.

No longer tied down to a limited number of fixed till points to carry out day-to-day functions, mobile POS enables staff to check for stock in-store, offer alternatives or add-ons, order stock online, capture customer data, take payment and issue e-receipts, wherever they are. And when we say “wherever”, we mean it: they could be taking orders at a catwalk show, in a pop-up store, or during an industry expo.

That means your staff can offer a better shopping experience, while capturing invaluable information on your customers. At the same time, customers receive a more personal and efficient service.

Removing fixed till points also means you can better utilise your store space, improving the store layout and displaying more stock. The best bit about our mobile POS is how quick and simple it is to use. It's an extension of our current store system so set-up is easy too, and no special integration is needed.

Safeguard your organisation with proactive 24x7 monitoring, detection and response

New technology is changing the way people work. Businesses are more mobile and connected than ever before, supported by recent innovations such as cloud computing, e-commerce, wi-fi, social networking, mobile applications, online file sharing and video conferencing. And though a more connected society offers massive opportunities and benefits for organisations of all sizes – it also brings more risks.

More applications, connections and devices make IT infrastructures more difficult, costly and time-consuming to protect. But it's not something that you can cut corners with. Cybercrime costs an estimated £80 billion a year globally, and there are new threats emerging all the time. You need to safeguard your organisation with proactive 24x7 monitoring, detection and response – without breaking the bank.

This is where BT can help.

When we talk about security, we don't just mean viruses. You face concerted criminal attacks against your business. But it's a major challenge – not to mention cost – to recruit and retain high calibre security experts to keep up with an ever-changing threat environment. We know that network security presents complex challenges to most organisations. Providing round-the-clock response usually involves a

significant investment in people and infrastructure, while no single product offers all the protection needed against all forms of attack. But network security is core to our business and, because we can spread the costs over a global customer base, we can do it cost effectively for you. And we not only design, tailor and install solutions, we also constantly monitor them – protecting your company from both internal and external threats, 24/7.

We have a portfolio of security products and services that work together to provide the very best protection, specifically tailored to your organisation's structure and business needs. We also manage and maintain the service for you so you retain overall control and visibility, without having to worry about the risks and complexities. This will help:

» free you to focus on core activities

We'll select vendors, design solutions, manage software licences, and provide 24x7x365 support, all in line with security policies and strategies that remain under your full control

» protect against new and dynamic threats

Working with leading vendors, we constantly monitor the ever-changing global threat environment, so that we stay ahead of the problem and ensure you're always protected

» support flexibility and scalability

Our service meets the needs of all sizes of organisation, globally – from those using simple internet links, through to large-scale WAN infrastructures

» centralise your security management

With proactive monitoring of service availability and consistency of implementation, you have greater control, visibility and cost effectiveness.

Our philosophy is underpinned by a belief in the importance of human intelligence. No matter how advanced a technology, there will always be an attack that will get around it. This is where people enter the equation. No-one has more experienced and qualified security analysts who are able to recognise the bigger picture within the data than BT, and all our analysts are required to continue their education in network security during their tenure of employment.

We have a network of Security Operations Centres (SOCs) at different locations around the world, where customer devices are managed and monitored, and where our security analysts are on hand to provide real-time support and response services to protect your networks. To provide the assurance of the highest quality of service, the SOC's are accredited and audited variously to SAS70, ISO 17799, and where appropriate to Government information assurance standards.

Simplify your PCI DSS compliance with an end-to-end solution

Payment Card Industry Data Security Standard (PCI DSS) compliance can be a bit of a headache for retailers. And yes, that's putting it politely. Ensuring your systems and processes meet the appropriate standards is a huge legal, financial and organisational burden.

We provide a managed, secure, end-to-end payment service that's designed specifically to help meet the PCI DSS compliance standard. We'll supply the hardware, software, implementation, hosting, support and training – and then pro-actively manage the lot.

Our Managed Payment Services will help:

- » process your customers' payments quickly and efficiently
- » simplify your current and future PCI compliance
- » reduce the threat of card data loss for peace of mind
- » make life simple, with one complete solution from one supplier
- » free your time to focus on your core business

What is PCI DSS?

The Payment Card Industry Data Security Standard has been set out by the major payment card brands (including American Express, MasterCard and VISA) to help protect customers against theft or fraud.

* 7Safe UK Security Breach Investigations Report

** Ponemon Institute research



Retail represents
69 per cent of total UK
data breaches*

The average cost of a
breach is £1.68million**

We are lighting up the high street

We offer a unique combination of cutting-edge retail applications, accessed through superfast networks. Together, our products and services will help give your customers a fantastic shopping experience – on mobile, online and in store – that will set your brand apart. We'll help you serve customers better and bring greater accuracy to your supply chain. We can bring all these capabilities together in an integrated cloud-based offering tailored specifically to the needs of retailers.

- » offer customers a seamless multichannel experience
- » provide better customer service using in-store mobility
- » improve product availability, stock accuracy and time to market through our leading supply chain solutions
- » enhance merchandising and promotional effectiveness with our innovative, proactive business functions
- » boost the business with hosted point of sale, managed payment and fraud reduction services.

Through innovation, we'll help your business thrive.

As well as all the neat gadgets to dazzle customers, we can make sure that everything really works together – that all the disparate channels come together in one integrated system. And by removing the complexity – we can host everything remotely so your bandwidth can flex up and down as you need it – we'll also remove cost from your business. Our cloud-based solutions give you predictable, controllable costs and overall savings. We can also offer:

- » unparalleled breadth and depth – we serve customers in more than 170 countries
- » cost-effective, high-quality network capacity and capabilities, and a rich portfolio of traditional and new-wave applications
- » a one-stop shop for retailers – we're a trusted partner of leading brands, such as Debenhams, Halfords, Mothercare, The Co-operative Group, and WH Smith
- » a specialist retail solution division, BT Expedite, dedicated bringing leading edge innovation to the market.

For more information on how BT is lighting up the high street, call 0870 850 6880, contact your BT account manager or visit **www.btexpedite.com/retailnetworks**

www.bt.com/highstreet



Offices worldwide

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Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000

Designed by Westhill.co.uk

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