

BT Corporate Fusion

Business view

Getting the most from your team

Flexible working is critical to competing effectively in today's business environment. It's all about giving employees simple, reliable access to people and information, whether at home, in the office or on the move. In most organisations, however, the reality is quite different. Depending on where they are, employees have to deal with different devices, interfaces, phone numbers and voicemail systems. For flexible working to succeed, whether inside or outside the office, businesses need a solution for bringing fixed and mobile communications together.

True fixed-mobile convergence is the smart solution

BT Corporate Fusion is able to enhance productivity by extending traditional fixed-based voice services and applications to mobile devices. It provides:

Enhanced voice services: Giving you access to converged features such as one number and one voicemail, as well as extending traditional desk phone functionality to the mobile device such as call forwarding, call recoding and access to the corporate directory.

Access to applications: Access to push email, calendar, and other everyday applications provides the ability for employees to receive, review and send traditional Excel[®], Word[®] and PowerPoint[®] files.

Single Device: A selection of dual-mode devices to suit your voice and data requirements; the device can be used to complement or replace existing infrastructure, including desk phones, and mobile devices.

Integrated Wi-Fi Network: BT Corporate Fusion enables enterprises to route their voice and data traffic over the internal or extended corporate Wi-Fi network, providing seamless handover between corporate Wi-Fi and GSM networks.**

Work faster and smarter

With one device, one voicemail, and one number for communicating inside and outside the office, BT Corporate Fusion can help bring truly flexible working to your organisation:

Improve productivity: Minimise downtime, speed decision making and save employees valuable time collaborating with colleagues and customers. In fact, solutions such as one number and one voicemail are estimated to save many employees in excess of 30 minutes per day¹ as well as significantly increasing first-time connection rates that stand at 20-30% with existing mobile communications.²

Enhances customer service: BT Corporate Fusion enables faster response to customers, particularly time-sensitive voicemails and emails. Research shows that only 10% of today's employees have access to mobile email³ while a typical user would address 55 time-critical emails per week, or 2,750 per year.⁴

Simplify and maximise infrastructure: BT Corporate Fusion helps streamline estate and user management by delivering one set of communication services that are simple and easy to use. In addition, it will enable enterprises to leverage their Wi-Fi broadband capability for new IP and presence-based services such as Unified Communications.

Simplifying your business

BT Corporate Fusion will help:

- **Increase management control:** Almost 30% of employees already use their mobile as their primary communications device⁵. BT Corporate Fusion makes it easier to manage one set of communication services rather than a range of disparate services, offering the potential to reduce mobile expenditure through routing calls over your corporate Wi-Fi network.
- **Facilitate security and compliance:** Now you can meet emerging flexible working, regulatory, and corporate compliance requirements. Mobile devices continue to become increasingly sophisticated, although fewer than 30% of enterprises have assessed the security risks of using smart devices⁶. BT Corporate Fusion securely extends enterprise-strength resilience to these devices and optimises security policies and management for converged communications.

BT can help improve your return on investment

- **Extensive experience:** BT has extensive Fixed Mobile Convergence (FMC), IP, WAN and LAN experience, and launched the world's first commercial FMC service in the UK in 2005
- **Expert advice:** Our convergence, mobility, networking and flexible working experts can advise on the best business and technology strategies for your organisation
- **Leverage existing investments:** Take advantage of your existing investments in fixed and wireless communication networks
- **Transparent and flexible pricing structure:** Optional up-front and on-going payment models and simple per-user pricing.***

Contact your BT Account Manager to learn how BT Corporate Fusion can help you increase productivity and improve business efficiencies.

Offices worldwide

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Notes:

* Supply, integration and management of Microsoft Windows Mobile applications (such as Excel®, PowerPoint® and Word®) and the customer's bespoke corporate applications is not part of the BT Corporate Fusion service; BT does not take responsibility for the integration and ongoing usage of these services on the BT Corporate Fusion device (unless managed by BT as a bespoke service)

** Dependent on solution selected

*** Pricing may also vary on a per country basis. Product availability and functionality varies and may be restricted on a per country basis due to local regulations

Sources:

- 1) Forrester 2005, Unified Communications Transform Business Communications
- 2) Cisco 2007, "Presence Boosts Mobile Phone Productivity"
- 3) Ipsos Reid, Blackberry survey, 2005; conducted with 490 IT managers responsible for managing BlackBerry and 210 BlackBerry end users)
- 4) Ovum 2006, "MNCs & mobility: ten important messages for service providers"
- 5) IDC 2006, "Extending the Enterprise PBX to Mobile Communications"
- 6) Economist Intelligence Unit 2006, "Symantec ensuring mobile security" (survey of 248 company executives and senior IT employees)

