



Bringing it all together

BT Corporate Fusion

Executive summary

Technological complexity can hinder business growth

Mobilising your workforce has the potential to help your business become more agile. But a complex mix of mobile and fixed communication services can be a barrier to increasing productivity and enhancing customer service. When employees have multiple devices, contact numbers and voicemail systems, time is often wasted trying to contact colleagues and access corporate information – instead of doing business.



A smart solution for productivity

The BT Corporate Fusion solution helps you regain control:

- **Drive business growth:** 48 per cent of enterprises view mobile strategy as a key enabler for driving growth¹. But at least 25 per cent of enterprises experience project delays, missed deadlines and loss of business due to inefficient communications^{2,3,4}.
- **Control and optimise assets:** Employees may spend up to two hours per day managing different devices, calling multiple numbers, leaving messages and checking multiple voicemail systems³. Improved business flexibility, processes and employee productivity are cited as the three greatest benefits of deploying mobility solutions⁵.
- **Help ensure security and manage risk:** 43 per cent of companies believe that effective corporate governance and compliance enhances competitive advantage⁶. With increasing workforce mobility, you face the challenge of security and compliance controls on mobile working practices.
- **Manage your cost:** The proliferation of networks, devices and providers creates a management headache. Almost 30 per cent of employees use their mobile as their primary communications device, even in the office⁷.

Increased responsiveness

BT Corporate Fusion delivers productivity on the move with fixed-mobile convergence inside and outside your office. Enjoy using one contact number and the potential for a single point of access to voicemail, corporate directory and other communication services. BT Corporate Fusion will also provide your employees with mobile email and potential access to corporate applications whilst on the move. This will make it easier for your organisation to contact people, access data and increase responsiveness – helping keep you competitive.

BT Corporate Fusion is designed with enterprise security, scalability and resilience in mind. When employees are in the office, communications are routed via a secure wireless connection to your corporate network. When they move off-site, communications switch to a GSM mobile network.

Offices worldwide

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Sources

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- 6) PricewaterhouseCoopers' 10th Annual Global CEO Survey, 1,084 interviews with CEOs in Q4 2006
- 7) IDC, "Extending the Enterprise PBX to Mobile Communications," 2006

