

Information is nothing, without understanding

An introduction to BT Value Add analytics



Bringing everything together is what will set your organisation apart.

Everyone is talking about unified communications, which enable people to collaborate effectively and communicate easily, regardless of where they are or what device they are using.

But before you start ploughing money into new technologies and systems, you need to get a

complete and accurate picture of your current network and usage.

BT OneBillPlus and BT Value Add analytics can give you this. They will help you transform your communications set-up while making the most of your current investments and optimising your existing infrastructure.

BT Value Add analytics will help you make decisions based on facts, not guesswork

All organisations want reduced costs, increased productivity, more effective team working and better customer service. But a typical telecommunications infrastructure today makes this almost impossible. It's often an inefficient mishmash of old and new, with different, sometimes competing, systems and technologies.

This makes it expensive to maintain, difficult to use and impossible to control.

We've brought together a family of products that will help you take control of both your fixed and mobile communications infrastructure, make the most of your existing set-up – and prepare for unified communications.

The Value Add portfolio will help you better understand your communications spend and structure by highlighting areas of waste, inefficiency and potential opportunities. You can then make confident, fact-based decisions about taking your fixed and mobile communications forward.

Ultimately you'll be able to create a converged, cost-effective infrastructure that will support unified communications applications, by integrating fixed and mobile voice, email, conferencing and presence.

BT Value Add analytics

The BT Value Add products work together to simplify, clarify and analyse your communications infrastructure, administration and costs.

The suite of analytics tools adds value by highlighting inefficiencies and indicating opportunities. This gives you more control of your current systems and processes and helps ensure that you don't lose any business advantage or revenue-generating opportunity.

Taking control means more than just cutting costs; it means understanding your spend and using this information to benefit your business.

The BT Value Add portfolio will enable you to precisely measure and manage your communications infrastructure, helping you to save money, make money and improve efficiency – and freeing you to concentrate on what you do best.

The Value Add portfolio includes comprehensive training and support, with online instruction manuals, webinars, dedicated help desks and regular free training events.

Consolidation

Consolidating all of your communications services – including BT Mobile – within your OneBillPlus allows you to view your entire BT communications estate, and all the elements within it, from one vantage point. This is the foundation of the Value Add portfolio, and an essential first step towards gaining the benefits of unified communications. And the more services you include the more benefits you gain.

Understanding

At the heart of communications management is analysis. But analysis is more than an itemised list of what is happening. From top-level reports to call-by-call detail, the Value Add products can help you understand why something is happening. You'll then have the confidence to make fact-based decisions on your communications management, infrastructure and associated staffing.

Convergence

Perhaps most importantly, the consolidation and understanding you achieve from using the Value Add portfolio allows you to make informed decisions on when and how best to introduce new technologies and functionalities to support unified communications. Without this understanding you may be making key strategic decisions, with huge implications for the future, on the basis of guesswork.

BT Value Add portfolio

BT OneBillPlus
BT Analyst Converge
BT Analyst Alert
BT Network Call Analyst
BT Inbound Analyst
BT Autobalance

BT OneBillPlus

So, you've bought into the concept of consolidating your paper bills onto a BT OneBillPlus, but are you using it as efficiently as you could?

You may find that you're receiving multiple OneBills, or still have some stray paper bills that haven't been added to your current OneBill account. This means not only more paperwork, but multiple service charges. Consolidating all possible products and services onto one account will simplify your payment processes and provide a clearer overview of your estate. And as well as saving you both time and money, it's also the gateway to the full range of our Value Add analytics.

Rather than different OneBills or stray paper bills arriving at different times, going to different people, with each processed separately, you could simply include these together on your consolidated OneBill, with one invoice sent to one person.

One for all and all for one

With every stray or multiple OneBill invoice needing to be processed and paid individually, you substantially increase your transaction charges – and any stray paper bills can incur BT processing and late payment fees. One invoice each billing period, covering everything, dramatically reduces these costs. To lower costs further and make your life even easier, this could be paid by direct debit.

Time and money is wasted analysing bills manually, with no easy way to identify abnormalities and no control over what information is included or the way it is presented.

Bringing it all together

The more services you include on your OneBill, the easier your communications estate management becomes. Include calls, lines, mobile voice and data, private circuits, hosted voice/Featurenet, and VoIP – and have the data available to be instantly analysed by Analyst Converge. You can even see a breakdown of each individual handset spend, including the different types of calls made, data downloaded and SMS messages sent, as well as reoccurring charges.

As well as saving time, money and the environment, your BT OneBillPlus is also the gateway to BT's Value Add analytics, particularly BT Analyst Converge and BT Analyst Alert. These can provide a detailed picture of your communications spend, highlighting areas of potential cost savings, inefficiency, opportunity and waste. You can use this information to see how well placed you are to introduce new technologies, and make business decisions based on facts, not assumptions.



BT Analyst Converge

A powerful, user-friendly, online billing analysis tool giving you immediate, secure access to your BT OneBillPlus data.

BT Analyst Converge is:

- **quick**
saves you time by notifying you by email as soon as your bill is ready to view so you don't have to wait for your paper invoice to arrive
- **easy**
simple and intuitive to use, it requires no specialist software and can be accessed online, via a secure log-in
- **powerful**
enhanced analytical tools and reports give you a strategic overview of your entire communications estate, and can be tailored to reflect your organisation's cost structure
- **green**
being online means that you no longer need to get lots of paper each time you get a bill. This can make an immediate contribution to your environmental policy.

Providing benefits throughout your business

Finance and procurement

- review your communications spend quickly and easily, with succinct management reports organised to reflect your cost hierarchy
- make real cost savings by simplifying payment processes and reducing administrative overheads
- free up people to do jobs that are more important
- make fact-based business and budget decisions.

“The tracking capability and supporting evidence provided by BT Analyst Converge helped Cummins claim back £4,500 in costs incurred by a contractor who had been making fraudulent calls to an overseas mobile over a three month period. We certainly appreciate the service and support of BT Analyst Converge.”

Stephen Layton, Cummins Business Services

“Analyst Converge definitely has helped us to save money. One case was last month where we were racking up almost £6000 a month for someone dialling PSTN international. With this product we were able to look at who was racking up these charges, contact them and stop those users from ringing those numbers.”

Juan Calzado, Morgan Stanley

IT, communications and network management

- see zero-usage lines with the potential to make immediate cost savings
- gain a strategic overview of your entire BT communications estate
- prepare your organisation for unified communication and collaboration by understanding your current position
- make informed decisions on updating systems and introducing new technologies.

Get to the very heart of your communications infrastructure

BT Analyst Converge is far quicker than checking paper bills manually and can instantly analyse how the communications costs included on your BT OneBillPlus add up across your business.

By managing your own cost centre structure, you can analyse your data in a format that reflects your organisation's cost hierarchy, separate the data to provide an instant picture of who is spending what, and manage reports so that budget centres receive only what is relevant to them.

Calls tend to make the headlines, but this is only part of the picture. Rental costs account for a larger proportion of your communications spend. With BT Analyst Converge you can view rental and usage, delve into individual telephone lines, generate inter-site reports, compare bills, create tailored reports and monitor budgets.

Reducing costs, keeping up with technological advances and maintaining levels of service mean that optimum efficiency is a necessity. By highlighting areas of potential cost savings and hidden wastage, BT Analyst Converge produces more than reports – it creates an advantage.

It is quick and easy to set up, smart and simple to use. Anything else is just guesswork.

BT Analyst Alert

BT Analyst Alert monitors outbound fixed and mobile calls on your BT OneBillPlus and emails you when they go over the limits you've set.

It acts like an early warning system, giving you more control of your communications budget, and provides 24/7 monitoring to help you:

- make savings by identifying unnecessary calls
- identify possible fraud or security issues before they impact on your business
- check unusual calling patterns prior to the arrival of your BT OneBillPlus.

Welcome to a world without nasty surprises

BT Analyst Alert gives you confidence that your calls are under control. Quick and easy to set up, it provides secure online details of the originating number, number called, time of call, duration and cost whenever an alert is triggered.

“BT Analyst Alert has helped us uncover all sorts of customs and practices that were costing the company money. By understanding these issues we have been able to change behaviour and save money across the business.”

Jane Aldous, Data Centre Technical Analyst, Friends Provident

Mobile Tracker

Mobile Tracker is an online tool, accessed through the BT Analyst Alert website, that allows you to set spend thresholds for each of your individual handsets and be alerted by email whenever the threshold is exceeded.

Mobile phones have become an essential business tool, providing the freedom to access information, update colleagues and make decisions from wherever people may be located. But by enabling people to work more effectively, businesses now face the problem of containing the associated costs of mobile phone usage.

Having your BT mobile service included on your BT OneBillPlus can help you do this. You can easily see where excessive costs are incurred, where inefficient calling patterns are established, and set up Mobile Tracker to monitor, alert and help curb this expense.

Mobile Tracker provides total visibility, and total control of your mobile phone usage, with text messages sent automatically to individual handset users, warning them that they have exceeded (or are about to exceed) their individual limits.



BT Network Call Analyst

Get an instant and accurate overview of your network's performance, to help ensure that your sales and customer service people are available when and where they are needed most.

By monitoring your organisation's complete call traffic profiles across your network – not just those successfully made or received – BT Network Call Analyst can enhance your marketing campaigns and customer relationship management (CRM) programmes, helping you:

- obtain a complete picture of your communications estate
- generate more sales revenue from incoming calls
- raise customer satisfaction levels with improved call handling efficiency
- gain a clear insight into how your calling teams are performing
- identify and address operational issues before they affect your business.

A better view of the bigger picture

Knowing when and where lines are used, and how staff are being utilised allows you to run a more responsive, efficient and productive organisation – this maximises potential sales opportunities, minimises lost business and reduces costs.

BT Network Call Analyst gathers data on every one of your lines at the BT exchange level to produce at-a-glance graphics and succinct reports.

These can help you identify the:

- volume of incoming calls receiving an engaged tone
- number of unanswered calls
- time it takes to answer calls
- efficiency of individual sites by monitoring selected lines.

You can make strategic management decisions on your lines, staff and communications spend supported by real data.

BT Network Call Analyst is fed by data from BT Network Call Performance. This report-generating tool gathers call-connection information at the exchange for the lines you specify, whether over PSTN, ISDN, FeatureLine or Embark. As well as viewing the flat reports it produces, you can also download the underlying data and dig into it in more detail with BT Network Call Analyst.

BT Inbound Analyst

By analysing your inbound telemarketing services, BT Inbound Analyst produces reports and graphs to quickly and easily highlight the successes – and failures – of your telemarketing campaigns.

BT Inbound Analyst provides succinct management reports that will help you to improve your decision-making, adjust your inbound telemarketing operations, re-allocate resources and ensure your call centres are staffed efficiently. You can also compare different campaigns and see where and when people responded to you.

The most important member of your campaign team

BT Inbound Analyst produces numerical and graphical reports of non-geographical numbers (beginning 03, 08, and 09), allowing you to plot the effectiveness of your inbound calling services. Easy to set up and simple to use, it can generate reports for specific days of the week, analyse shift patterns and plot trends to track the effectiveness of each campaign.

This information can help you:

- improve the effectiveness of your marketing campaigns and cut your costs
- enhance the targeting of each campaign you run
- choose the most effective media for reaching customers
- build accurate profiles of your customers
- manage and deploy your call handling teams more efficiently
- identify inbound operational issues before they adversely affect your business.

Colour-coded maps of the UK show performance by TV region, postcode or exchange with dynamic data-mining facilities allowing you to drill down from top-level reports to specific detailed information.

By analysing your telemarketing response numbers, BT Inbound Analyst can help ensure that your marketing and advertising campaigns target the right people, in the right places.



BT Autobalance

Identify, manage and recover personal spend on company mobiles. BT Autobalance enables people with company phones to tag, view and agree the split between personal and business calls, messaging and web browsing.

Working out which calls are business-related and which are personal on a mobile phone bill can be time-consuming. BT Autobalance is a cost-effective, flexible and simple solution that enables company phone users to identify personal calls by tagging them. This means that costs can be better controlled, while expenses processes are streamlined and personal-usage tax statements meet Inland Revenue requirements.

Pin down your mobile use

BT Autobalance provides details of personal and business mobile call spend at company, cost-centre and individual level with the option to link into payroll systems for automatic recovery of an individual's personal spend. And with online user verification and management reports, it makes life easy for end users, managers and administrators.

This means you can:

- get a reduction in annual business spend by recharging personal mobile usage
- reclaim as much as 10–30% of your mobile call spend, depending on your company policy on personal spend.
- reduce the administrative overhead of manually identifying, monitoring and recovering personal spend
- implement a company-wide mobile policy
- provide users with low corporate-negotiated call rates
- create auditable records for Inland Revenue.

BT Autobalance also means individuals have:

- one phone for business and personal use
- no additional cost for a personal handset
- personal calls charged at business rates
- freedom to use business phones abroad and for personal calls (removes guilt)
- simple identification of personal calls.

“Gartner believes that BT Global Services is best positioned to service global expenses for large MNCs, regardless of spending on fixed services or the number of handsets to be managed.”

MarketScope for Telecom Expense Management,
Gartner, 2009



To gain an understanding of how BT Value Add analytics can transform your communications management, contact your BT account team.

Alternatively you can email btinformationsolutions@bt.com or visit www.bt.com/valueadd



Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2011.
Registered office: 81 Newgate Street, London EC1A 7AJ
Registered in England No: 1800000

Designed by Westhill.co.uk
Printed in England

PHME 63612