

Information is nothing, without **understanding**

An introduction to BT Value Add analytics





BT Value Add analytics will help you go from data to decision-making, instantly.

It can seem almost impossible to keep up with new technology, especially when you are trying to keep a lid on costs. But not doing so will result in old-fashioned, inefficient systems – and the risk of losing business.

We've brought together a family of products that will help you to get to grips with your communications infrastructure, while making the most of your existing set-up.

The Value Add analytics have been designed to analyse communications spend and structure, and highlight areas of waste, inefficiency, cost savings and potential opportunity. The understanding they give you will enable you to make confident, fact-based decisions about your communications and plan for convergence.

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, allowing you to take control of your current systems, processes and organisation, to ensure that no business advantage or revenue-generating opportunity is lost.

Taking control means more than just cutting costs; it means understanding costs 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.

BT Value Add portfolio	Save money	Make money	Improve efficiency
BT OneBillPlus All your bills in one invoice, saving time and gaining control	●		●
BT Analyst Converge Powerful BT OneBillPlus analysis online	●		●
BT Billing Analyst Analysing your entire BT communications estate	●		●
BT Analyst Elite A networked analysis solution for larger organisations	●		●
BT Network Call Analyst Analysis of incoming and outgoing calls on your BT network	●	●	●
BT Hosted Voice Call Analyst Extension level call analysis for Featurenet 5000 users	●	●	●
BT Analyst Alert 24 hour monitoring of your fixed and mobile calls	●		
BT Inbound Analyst Gives an in-depth view of your telemarketing performance	●	●	●

With the exception of BT Network Call Analyst, which has a nominal one-off set-up fee, the BT Value Add analytics above are available at no additional charge to BT customers.

Consolidation

This is the foundation of the Value Add portfolio, and an essential first step in the journey towards convergence. Consolidating all of your communications services – not just voice – within your BT OneBillPlus allows you to view your entire BT communications estate, and all the elements within it, from one vantage point. The more services you include, the more benefit 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 uncover why something is happening – giving you 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, or even if, convergence is right for your organisation. 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 Billing Analyst

BT Analyst Elite

BT Network Call Analyst

BT Hosted Voice Call Analyst

BT Analyst Alert

BT Inbound Analyst

BT OneBillPlus

BT OneBillPlus brings all of your BT invoices together into one bill, simplifying payment processes and providing a clearer overview of your estate. As well as saving both time and money, it is also the gateway to the full range of Value Add analytics, and the first step in your journey towards convergence.

What does a telephone bill mean to your organisation?

- A) An administrative nightmare involving the hassle of wading through boxes of paperwork for days.
- B) A timesaving, cost-effective business resource organised to suit your needs and containing data that can be used to highlight potential cost savings, indicate areas of inefficiency and allow you to make fact-based decisions on improving your organisation's structure and responsiveness.

Not making the most of freely available resources may be costing your organisation time, money and business.

Are you missing out on the benefits of consolidated billing? Welcome to a world of control, consolidation and convergence

BT OneBillPlus is more than just a telephone bill. By consolidating your BT bills into one invoice, it provides an instant overview of your entire BT communications estate, allowing you to:

- **Avoid confusion.** Receive just one bill and one itemised report for each billing period
- **Cut costs.** Lower bank charges by having just one transactional charge, and avoiding additional BT processing costs
- **Gain control.** Create an inventory of your account, pulling every aspect of your BT communications estate together
- **Save the planet.** Lower the environmental impact of your organisation by dramatically reducing the amount of paper generated by separate bills
- **Concentrate on your core business.** Spend less time on bill management and administration and deploy your time and skills where they are really needed.

If you currently receive separate bills for each of your locations, or the various communications services you use, you face the ordeal of managing the administration and payment of each of them as they arrive. Then there is the time-consuming task of trying to analyse them to gain an understanding of your calls spend and associated budget trends.

As well as wasting time, money and paper, you risk losing control of your communications estate and network efficiency. BT OneBillPlus can help put you in control.



“BT OneBillPlus has replaced 50 indecipherable bills with a single, easy to understand monthly invoice, while BT Billing Analyst provides us with an instant digital overview of our entire communications estate.”

Gary Thomas, Head of IT Operations, Irwin Mitchell

Separate bills or BT OneBillPlus? You choose

Complicated or simple?

Rather than a different bill for every site or service – all arriving at different times, going to different people, with each processed separately – you could have one consolidated bill, with one invoice sent to one person.

Expensive or cheap?

With every invoice needing to be processed and paid individually, you substantially increase your transactional charges – and 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.

Confusing or clear?

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.

The more services you include on your BT OneBillPlus, the easier your communications estate management becomes. Include calls, lines, mobile, private circuits, hosted voice/ Featurenet, BT Openzone, International Direct Connect, conferencing, and MMVoIP – and have the data available to be instantly analysed by the appropriate Value Add product.

Wasteful or environmentally friendly?

Separate bills for different locations, or services, can result in hundreds of paper bills for just one organisation – with the associated production and delivery. Online billing analysis, with one invoice and VAT statement covering each billing period, can make a huge contribution to your environmental policy.

Collecting dust or collecting data?

What do you do with the information on your telephone bill? If you “file it for future reference”, how easy is it for you to answer queries on historic information and how much time would this take you? Because it is in electronic format, you can quickly and easily locate and analyse the data on your BT OneBillPlus, from top level to individual calls, whenever you need to.

Delivering clarity, adding value

As well as saving time, money and the environment, a BT OneBillPlus is also the gateway to BT’s Value Add analytics. These can provide a detailed picture of your communications network performance highlighting areas of potential cost savings, inefficiency, opportunity and waste. You can use this information to see how well placed you are for convergence, and make business decisions based on facts, not assumptions.

BT Analyst Converge

BT Analyst Converge is a powerful, user-friendly, online billing analysis tool giving you immediate 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 and CD to arrive. You don't even have to import your data into BT Billing Analyst, as we upload it for you
- **Easy.** Simple and intuitive to use, it requires no specialist software and can be accessed, via secure log-in, from anywhere with an internet connection
- **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 have complete control over what, and when, reports are printed. This can make a dramatic contribution to your environmental policy.

Using BT Analyst Converge will provide benefits throughout your organisation

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 – freeing up people to do jobs that are more important
- Make fact-based business and budget decisions.

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 convergence by understanding your current position and making informed decisions on updating systems and introducing new technologies.

BT Analyst Converge is a key business differentiator

BT Analyst Converge is far quicker than checking paper bills manually – and even faster than using BT Billing Analyst – 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. You can even print bills and reports with the same look and feel as your old paper statements, if required.

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.

If your organisation has a number of services, sites or departments, it is likely that you are receiving tens, if not hundreds of individual bills. If you are manually reconciling and analysing these bills, you are wasting time, money and resources – and you may be making critical business decisions on the basis of guesswork.

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.

“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



BT Billing Analyst

BT Billing Analyst is a well-established, desktop software application that takes the data from your BT OneBillPlus to produce instant management reports. You can tailor these reports to reflect your organisation's cost structure or investigate individual lines and calls in as much detail as you require.

The way we work is changing, and technologies have improved to meet the increased demand for flexibility and accessibility. In an 'always on' society, online billing analysis has eclipsed desktop solutions for many organisations. But BT Billing Analyst has a number of features that set it apart from alternative analysis models, including:

- A scheduler facility, which enables you to have cost centre reports run and sent automatically by email on dates and times chosen by you
- An expanded data analysis scope, allowing you to import and analyse information from other BT services, not included on your BT OneBillPlus, including BT Analyst Alert and BT Hosted Voice Call Analyst data.

By extracting the data contained in your BT OneBillPlus, BT Billing Analyst provides both a comprehensive overview of your entire communications estate – not just voice – and a detailed breakdown of all aspects within it. BT Billing Analyst can help you:

- Save time and money
- Gain more control and accountability with cost centre and budget tracking tools
- Produce management reports instantly to support strategic decision making
- Dispatch reports automatically to key personnel, via email
- Consolidate in preparation for convergence.

BT Analyst Elite

All the power of BT Billing Analyst.
Networked.

BT Analyst Elite is a server-based analysis tool, providing an unlimited number of users simultaneous, remote access to its benefits.

Powerful and scaleable, BT Analyst Elite can handle bigger bills, with fast server-based imports, ideal for large organisations. Secure, restricted user access is maintained with simple, central administrative control ensuring cost centres see only the billing information they are accountable for.



BT Network Call Analyst

By monitoring your organisation's complete call traffic profiles across your network – not just those successfully made or received – BT Network Call Analyst gives you an instant and accurate overview of your network's performance, and helps to ensure that your sales and customer service people are available when and where they are needed most.

BT Network Call Analyst enhances your customer relationship management (CRM) programmes and marketing campaigns by helping you:

- Obtain a complete picture of your communications estate
- Monitor the performance of your network
- 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
- The number of unanswered calls
- How long it takes to answer calls
- The 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 all 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 Hosted Voice Call Analyst

Performance information for calls to your hosted voice network

With BT Hosted Voice Call Analyst you can easily see how well you're handling incoming calls.

By pulling together the information from all of your CENTREX 5000 connections, you can see extension-level details on how long it takes to answer calls, busy calls, abandoned calls and talk times. This helps you to build a clearer picture of your customer call handling and to highlight where it could be better.

BT Hosted Voice Call Analyst will even provide site inventory details along with desk-to-desk calling information. As well as improving the customer experience, this will help you make the most of your lines, and show the number and length of calls between sites for future VoIP applications or return on investment (ROI) models.

BT Hosted Voice Call Analyst works with either BT Billing Analyst or BT Analyst Elite, which means that Featurenet 5000 users also can get detailed analysis of the calls made over their network.

BT Analyst Alert

BT Analyst Alert monitors directly-dialled outbound fixed and mobile calls on your BT OneBillPlus and alerts you by email when the cost thresholds set by you are exceeded.

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. Through the secure BT Analyst Alert portal, you can even download your Alert data to interrogate in BT Billing Analyst.

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 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

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.



Bringing everything together is what will set your organisation apart

Everyone is talking about convergence, the essence of which is that previously separate technologies come together on one network. But before you can start making decisions on convergence, you need to obtain a complete and accurate picture of your network and usage.

BT OneBillPlus and BT Value Add analytics can help you get this.

Anticipating tomorrow's business needs, they can help transform your communications while making the most of your current investments and optimising your existing infrastructure.

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.btvalueadd.com

Offices worldwide

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Bringing it all together