



Connecting and protecting what matters most

Global security, cloud and networking services



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Digital technology has changed how we do almost everything, and continues to move extremely fast.

We don't even think about it half the time. We've got used to doing what we want, when we want – whether that's ordering a takeaway or installing new software.

But it's different when you're the one powering that technology. When you're responsible for keeping your business one step ahead of the competition, it's crucial to keep up, but also to fully understand the risks. Especially when data leaks and ransomware attacks hit the headlines so often.

So how do you stay ahead?

We believe you stay ahead by focusing on the things that matter most to you:

- Simplifying your infrastructure >
- Building agility into your business >
- Balancing the risk and reward of the cloud >
- Making security integral to your business >

Simplifying your infrastructure

Make it simple

We all know that streamlining your existing set-up and adding new technology can make your organisation more agile and flexible. But the practicality of implementing it can be hard to get your head around.

Will you have to start from scratch? Can you mix new services with your existing network? Should you use private or public network services? Will everything have to be done through different suppliers? The answers will not only determine the level of disruption your business might face, but also the costs involved.

When you've got one supplier that can deliver new technology, cloud and network services across the globe, you'll find that change is easier than you think.

86%

of CEOs recognise that they face challenges when it comes to digital IT infrastructure.

The Digital Business – Creating the right IT platform for digital transformation, BT, 2017

Helping you go further

The good news is that you don't have to start from scratch. You can evolve what you've already got. We can simplify your infrastructure so you can concentrate on running your business.

If you want to bring your teams together, we can connect every site to global cloud services. Your people can then work across divisions to make faster decisions and get more done.

When it's time to expand, we'll help you set up new sites quickly, anywhere in the world. We can transform your data centre services and help you build an infrastructure that's fit for the digital age.





Did you know?

- Our Dynamic Network Services mean you can adopt SD-WAN services using our global hybrid network. And that includes Cisco (IWAN, Meraki, SD-WAN) and Nuage Networks (Agile Connect).
- We have the tools to help improve the performance of your business applications and network; we can give you better visibility of all your data. It's all done through our Connect Intelligence portfolio, working with partners Riverbed, InfoVista and Dynatrace.

Case study

We've helped Unilever to keep it simple and stay ahead

How do you create a workplace that encourages innovation when you've got one of the biggest global outsourcing tasks in the world? That was the question facing Unilever. A new outsourcing contract with us meant more simple processes and new efficiencies fuelled by technology.

See how we've helped Unilever stay ahead of the game since 2002.

[Read the full case study here >](#)

“With the new contract, we have the right framework. So now is the time to for us to focus on innovation and take it from network services team (that’s Unilever and BT) down to the business functions.”

Damian Zannelli,
IT Director – Europe, Unilever

Building agility into your business

Future-proof your infrastructure, be more productive and control your costs

Is your network flexible enough to take full advantage of the cloud? Are you up to speed with new technology, such as SD-WAN, NFV and vCPE?

This tech redefines what you can do with your network, helping to futureproof your existing infrastructure and support your growing use of the cloud to evolve your business. Can you cope with the many and increasing demands on your network from more and more data and devices? Can your network grow and evolve securely as your business grows? Can your teams work collaboratively, productively and easily, no matter where they're based?

Luckily, new technologies mean that your transition doesn't need to be a massive upheaval. Or a huge cost. And you can benefit from our learning and investments. Get your network digital-ready, have your workforce better-connected, and you'll see a wealth of business benefits.

79%

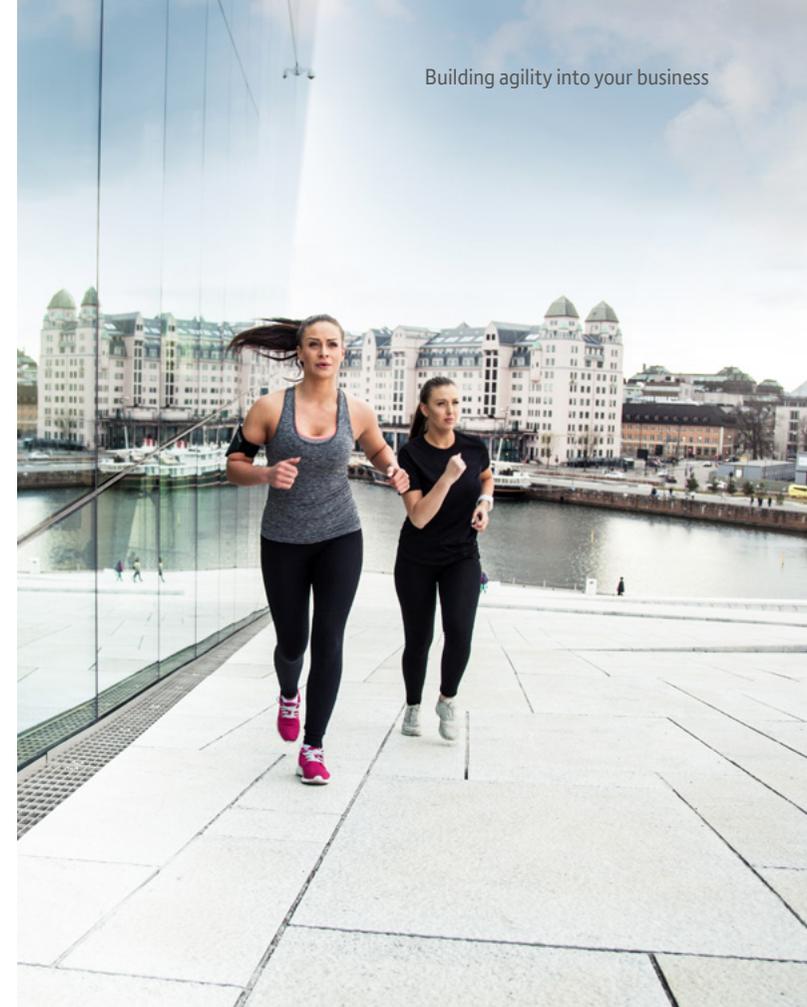
of customers say they are more loyal to organisations that are easy and simple to contact.

Chat, tap, talk – Eight key trends to transform your digital customer experience, BT, 2017

80%

of employees say boosting productivity would be their top priority if they were CEO.

People, productivity and the digital workplace, Davies Hickman Partners, 2018



Transform your customer service

Our public and private cloud services give everyone access to collaboration and contact centre tools across your business – from your main offices and branches, to your home and mobile workers.

We know collaboration in today's digital world is vital, so we've built up strong partnerships with the likes of Microsoft and Cisco to support this. With them, we can bring you more of the great services you need, all looked after by us, so you don't have to juggle different suppliers and budgets.

Did you know?

- Nine out of the top 10 global airlines and all the top 10 global pharmaceutical companies use our Inbound Contact solution – with five of the top 10 global pharma organisations using Cloud Contact.
- Our One Voice SIP service supports hundreds of customers, across hundreds of thousands of channels, and has a 50 per cent annual growth rate.



Case study

We upgraded Etihad Airways to a first class contact centre

The airline's contact centres are split between two countries and use sixteen languages.

Find out how they're using our Cloud Contact Cisco platform to work as one operation.

[Read the full case study here >](#)

“We're able to use our 450 multi-lingual agents around our centres much more effectively. We've already started to see a 10 per cent increase in their efficiency.”

Ruth Birkin,
Head of Global Contact Centres, Etihad Airways

Balancing the risk and reward of the cloud

Switch to the cloud with confidence

The right cloud strategy can make your business quicker, lighter and more responsive. But how do you balance the risks and rewards?

Getting started can feel overwhelming. Do you want a public or private cloud? How do you cope with legacy IT? How do you keep data secure? We help you balance risk and reward as you begin to use the cloud more and more.

Use systems and apps from our partners

You want to work on the move. You want to control costs and collaborate using the latest applications. Our partners can help.

Did you know?

- We offer direct connectivity to third party cloud providers like Microsoft, AWS, DXC Technology, Google, Oracle and IBM.
- We offer connectivity to 290+ data centres globally.
- In the last four years, we've won 16 industry accolades for our innovation in cloud services.

77%

of the CISOs we work with are actively moving or planning to move to the cloud. But, of these, 30% admit they don't understand what cloud services are in reality.

BT and KPMG, Taking the Offensive – 2016 report





Case study

We put the power behind Hotelbeds' soaring business

Staying at the top of today's travel industry means Hotelbeds Group has to manage hundreds of millions of transactions every day. And that number's always growing. With our Cloud Compute platform, they could scale up fast.

See how we replaced a system of over 700 servers.

[Read the full case study here >](#)

“We need to be able to quickly and flexibly increase our compute capacity. The only way to do that economically is in the cloud.”

Álvaro de Nicolás,
CIO, Hotelbeds Group

Making security
integral to your business

Set your business free with security

Security's a top priority for CIOs. It has to be. You can't relax unless you know your critical data's perfectly protected.

If you're exposed to cyber attacks, you risk losing your customers and your reputation. So ask yourself how do I make remote working safe? Are all our people following the same policies online?

We think businesses should build security into their organisation, instead of bolting it on as an afterthought. It should be integral to everyone's work, rather than an isolated responsibility. And it should be continuous, not static.

Put your worries to rest

We'll look at your network infrastructure, systems, applications, people, processes and procedures. Then we'll find your vulnerabilities, and show you how to strengthen your organisation.

Our tools secure your critical and personal data in line with the latest regulation, including the GDPR. So you won't be hit with hefty penalties.

97%
of organisations have experienced a data breach. But only 22% feel equipped to deal with these intrusions.

BT and KPMG, Taking the Offensive – 2016 report



Did you know?

Our 2,500-strong security team can spot and tackle threats before they impact your organisation. We'll defend your business from attacks, theft and scams using methods that we use to stop more than 125,000 attacks on BT every month.

Case study

We protected Nationwide as it banked on online services

Mobile and online banking are growing fast. But so are threats to IT and network security.

Find out how Nationwide uses our security framework to outsmart cybercriminals.

[Read the full case study here >](#)

“We're reassured by the deep expertise BT shows in securing its own global network and those of other large organisations and government agencies.”

Debra Bailey,
CIO, Nationwide Building Society





So what matters most to you?

Building relationships with your customers and the people you work with? Getting things done quickly and effectively? Using tech that simplifies, not complicates? To make all this work, you need an infrastructure that's secure, global and always-on.

That's what we do. And we do it well. Which is why the world's biggest companies rely on our services, platforms and partners to connect and protect what matters.

Find new ways to thrive

Call your account manager or go to www.bt.com/globalservices

Offices Worldwide

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