September
2010

Beyond.
Productivity

Exploring the balance
between quality standards
and cost control

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As many organisations are finding out in the current climate, it is difficult to achieve a commercially sound balance...

...between pursuing productivity and customer service while remaining cost efficient and secure.

Figures from Gartner demonstrate how compromising 0.09 per cent (or less than 'one thousandth') of your networked IT services reliability can save 30 per cent of your IT budget.

The pursuit of perfection is a costly business.

That is why panaceas – of any kind, let alone over-hyped technologies like the cloud – are a dangerous thing to promise right now. However, there are growing signs that one technology is about to come of age and become, if not a cure-all, a genuine path to increased productivity and cost efficiencies.

Just as the internet only really took off, in terms of the rich and interactive content we see today, with the crucial advent of broadband, a tipping point has arrived for the universal adoption of cloud-based Unified Communications by enterprises and government departments.

And the transformation will be just as dramatic.

To quickly summarise Unified Communications, we'll simply say that it is a way of providing a common user interface for communicating and for all messages, be they mobile or landline voice calls, video calling, text message, Instant Messaging or email. It's a way of keeping productive and efficient. Crucially, along with traditional mobility solutions, it's a way of working anywhere with your team, enabling issues to be resolved at the first point of contact, eliminating wasted time trying to locate someone and reducing volume of email and voice messages.

The take up of Unified Communications is based on simultaneous impact of demand and supply.

There is urgent demand coming from three directions.

'We provide collaboration services to the largest global enterprises including 20 of the Fortune 100 and 80 of the FTSE 100.'

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'Instant Messaging can reduce mobile phone bills by 30 per cent, email traffic by 40 per cent and voicemail by 15 per cent.'

In the North Atlantic and EU, businesses are under (if anything, increasing) pressure to reduce cost and maximise the productivity of their employees. At the same time, these same organisations are seeking to seize the commercial opportunity of new, high growth markets in Asia Pacific and the need to work seamlessly in a single, virtual, global office.

Conversely, however, multi-nationals in Asia Pacific are leveraging their current economic power to expand into the North Atlantic/European markets through acquisition, partnerships and organic growth. They too, of course, need to work seamlessly in a single, virtual, global office.

Fortunately, the supply side is ready.

Having long been experimented with (and hyped), Unified Communications is now a mature technology, stable and secure. Fully integrating Unified Communications technologies with managed, hosted customer contact centre propositions is also now proven, rather than simply 'possible'.

In making this crucial connection between the availability of an organisation's expert people and the needs of that organisation's customers, the benefits of Unified Communications can now be extended beyond the organisation itself and used to make its customers happier.

And, finally, today's 21st century networks are ready. They are both equipped with the optimal bandwidth and connectivity required to cope with the flexing demands Unified Communications places on them, and network audit and optimisation tools have gone beyond experimentation stage and are proven to deliver tangible efficiency savings.

Unified Communications – its time has come at last. Just one way in which IP-based applications are going beyond the cloud hype to deliver the things that matter to organisations today.

'BT's hosted IPT is the first global offering based on Cisco Hosted Unified Communications Services (HUCS) with quick deployment with a cloud-based delivery model.'

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How can BT Global Services help you keep your customers?

"Last year BT invested £2bn in network and products. Now is the time for our customers to leverage that investment."

BTGS is a champion of technologies that boost productivity.

Unified Communications (UC) technology has matured and is now stable and secure, making now the time to consider moving to a fully UC environment. Hosted voice services such as BT's Onevoice provide a solution for managing the evolution from fixed, mobile and IP voice platforms to a single UC platform.

We offer Cisco's Hosted Unified Communications Service (Hosted IPT Cisco), which means UC can now be implemented as a cloud-based service, reducing the capital expenditure required for adoption of a new technology.

By enabling interoperability between multiple vendors of immersive video conferencing and desktop video conferencing over multiple networks, BT's Global Video Exchange has brought down one of the biggest barriers to the wide spread adoption of business-class video communications.

By delivering UC as a mobile application with UCC Anywhere, we are delivering key cost saving benefits such as a reduction of mobile phone bills by 30 per cent and voicemail by 15 per cent.

We are extending the benefits of UC beyond the organisation to our customers, by combining UC with customer contact centre services, delivering them as an integrated communications and customer contact solution as a service, in one productive package.

Beyond UC, our portfolio of products includes more 'traditional' mobility solutions, such as MobileXpress, which enables mobile, remote, flexible and home-based employees to access enterprise applications when they are away from the office.

And beneath it all, we offer a network that is ready, with the optimal bandwidth and connectivity organisations need where they need it.

Network performance audit and management and applications optimisation and WAN optimisation are now available globally as the complete suite. And our Intelligent Networks suite of products are rolling out globally, providing the flexibility and reduced network management overheads organisations demand to bring the new generation of UC applications to life.

'Flexible and home-based workers are 20 per cent more productive than their office-based counterparts and flexible working can reduce office space requirements by up to 50 per cent'