

With simple,  
secure effective  
collaboration,  
the conversation  
just gets better



## Transform the end user experience and improve the business case with advanced collaboration solutions from BT

Significant advances in technology are having a huge impact on our entertainment and communication experiences outside of work. Devices, equipment, software and media offer levels of quality, access, mobility and flexibility that provide instant user satisfaction.

Imagine a world where the same experience is available from the communications technology we use at work – with colleagues, suppliers and customers around the world. Imagine how much clearer the conversation would be. Ambiguity becomes a thing of the past. Trust is clear and present. With effective business collaboration, well informed decisions come faster.

### What we think

At BT, we have built our reputation and our business around a powerful reality. Talking is the common communications ground for us all – both at work and at home. The clearest, simplest and most trusted form of human communication is the conversation, the voice.

While we might operate our organisations with different processes and have different ways of working, when it comes down to it the big decisions are made, the best ideas are formed, and sustainable value is created by talking to each other.

But now we're revolutionising voice to make that conversation even better. With advanced collaboration technologies endless new opportunities are emerging – and BT is helping organisations to harness the power of business collaboration and realise significant benefits.

In a dynamic global market, good collaboration and effective teamwork is less about where you are, than how you are connected and able to enjoy efficient, timely conversations that lead to quick, informed decision-making and knowledge sharing, and ultimately more productivity.

We offer a range of collaboration solutions – not just voice but video, conferencing, and mobile solutions all underpinned by an excellent network – that can greatly enhance the communications experience. And, with our unrivalled experience, we're uniquely positioned to help you make the most of it.

We can demonstrate that it can be a cost effective exercise to implement a communications infrastructure that allows your employees, partners and customers take advantage of better collaboration, where they share ideas quickly, make decisions faster and enjoy an altogether better way of working.

Here's an overview of how our latest enhancements help you establish a collaboration infrastructure that offers ease, security and satisfaction for every user, and more productivity and cost savings for your organisation.



## How we can help

Collaboration solutions from BT:  
Get the business world talking.

**BT Meet Me with Dolby Voice:** exclusive to BT, revolutionising audio conferencing. This great new service creates more effective and productive audio meetings through HD sound quality, background noise reduction and voice separation.

As well as enhancing the user experience, you save 15% on access costs compared to standard conferencing service. Hearing really is believing so come and listen to the difference at one of our BT Showcases.

**One Cloud Cisco:** offers you a rich unified communications experience for a simple price 'per-user-per-month', with no volume commitment, so you can flex usage up and down as your business needs change.

Allows you to collaborate more effectively, both within and outside the organisation, improving productivity and reducing communication and travel costs.

**One Voice anywhere:** allows you to avoid expensive roaming charges and save over 45% on mobile costs. You can also take the call savings you make on One Voice VPN out of the office and onto your smart devices, routing calls over the One Voice network.

And now you can initiate a conference call at the touch of a button without having to look up dial-in details, so it's quicker, simpler and more convenient than before.

**One Voice SIP trunking:** can reduce the cost of communications by up to 30%. It's a full alternative to traditional services, for both outbound and incoming PSTN calls.

Update and introduce new technology at a pace that suits you, while simplifying your communications infrastructure and consolidating your costs.

**One Enterprise & Cloud Lync 2013:** means you can communicate more effectively with colleagues, stakeholders and customers wherever they are in the world, with the ability to see and share documents in real time. With a 'per-user-per-month' price you only pay for what you need, allowing you to flex up and down as your business needs change.

To ensure you get the service that's right for you, it can be deployed as a Cloud or Enterprise solution, or even a hybrid solution where appropriate.

**One Enterprise and Avaya IP Office:** for old Meridian and Norstar customers, this is a new low-cost migration option to a simple, powerful platform that provides telephony, messaging, conferencing, customer management and unified communications.

A far easier user experience by unifying all communications by phone, text, email or voicemail into the same inbox.

**One Enterprise Cisco:** this upgrade to on-site Cisco unified communications Release 10 brings b2b video, enhanced Jabber client experience and network call recording for simpler, more productive contact.

Helps employees work the way they want, while making sure security is fundamental and costs are kept low.

**One Cloud iComms:** a low-risk migration path from traditional 'TDM' voice to unified communications, with a 'handsets for life' offer for the duration of the contract. Supports contact centre capability so you can manage front and back office on a single platform.

It's time to revolutionise voice and make collaboration work. The conversation just gets better.

## All part of the conversation. Some satisfied voices

Here are just some of the organisations enjoying the significant advantages of voice and unified communications from BT:

At the London 2012 Olympics, One Cloud Cisco supplied over 16,000 connections to more 60 venues around the country, making it the most connected Games ever.

Worcester NHS saved £400k per year by implementing a BT One Enterprise solution.

For Yazaki, One Collaborate video conferencing (with HD video and crystal clear sound) enables effective meetings between remote executives without the inefficiency/inconvenience of travel.

One Enterprise Lync is making global team work easier for Hubergroup.

Branch WiFi in 1,600 Barclay's branches enables customers to connect and collaborate anywhere in the branch

National Express is making the most of existing investments, while setting a clear, low-risk path to IP telephony, with One Cloud.

One Voice SIP trunking is supporting Bosch with their geographic expansion plans.

G4S is achieving greater efficiency and sustainability benefits through BT audio and web conferencing.

One Enterprise is providing high quality, reduced cost, global connectivity for Arcadis across the Netherlands.

Akzonobel realises significant cost savings and improved business agility with One Enterprise Cisco.

To read the above case studies in full go to:  
[www.globalservices.bt.com/uk/en/casestudy](http://www.globalservices.bt.com/uk/en/casestudy)



BT's IP telephony and unified communications services... are very threatening in the global enterprise market because BT can offer a full range of services including One Voice (Voice VPN), One Enterprise (premises based), One Cloud (hosted solutions), One Collaborate (streaming, audio, video and Web conferencing), supported by BT Advise One professional services options”

**Current Analysis: on BT - IP Telephony & UC Services, 3 October, 2012**



## Why BT

At BT, we offer solutions that work best for today and which are able to cope with whatever may come tomorrow. You can expect:

- **Deep experience and insight:** BT has vast global experience in the roll out of managed IPT, UC, and TelePresence. We've deployed over one million IP phones globally and manage over 800 TelePresence rooms. We've also installed 250,000 hosted IPT ports, with 70,000 more being rolled out; and handle over two billion conferencing minutes globally each year.
- **Strength in our networks:** Our broad and deep networked IT services portfolio includes industry-leading expertise in network outsourcing. Our network reaches all corners of the world, underpinning global business by delivering networked IT services securely and efficiently wherever it operates.
- **Solutions with global reach:** We deliver communications as a service globally - in more than 170 countries, supported by our 30,000 people located in 50 countries.
- **Complete end-to-end solutions:** Our solutions are amongst the most broad and flexible voice and unified communications solutions in the market. On top of voice and unified communications we offer trunking, networks, and security all pulled together by our BT Advise One experts. And we offer managed services that bring it all together to provide our customers with a high quality experience.
- **Solutions tailored to your needs:** Our approach is to build a solution that's right for you. So we offer both Cloud and Enterprise solutions, or a hybrid of the two, so the technology you have can be smoothly integrated with new systems to provide a comprehensive solution that makes the most of your existing assets.



### 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 2013  
Registered office: 81 Newgate Street, London EC1A 7AJ  
Registered in England No: 1800000

For more on collaboration solutions from BT, and how it can bring ease, agility, security, cost savings and improved productivity to your communications infrastructure, why not book a visit to your local showcase through your BT account manager.

[www.virtualshowcase.bt.com](http://www.virtualshowcase.bt.com)  
[www.btglobalservices.com](http://www.btglobalservices.com)