

With collaboration solutions from BT, the conversation just gets better



Collaborate securely on any device

Most of your people are using smart devices. Smart devices allow them to do great things by becoming more innovative in the tools and applications they use. This can transform the way they work and provide a real business advantage for your organisation.

Allowing people to access your wireless network and use multiple devices, including their own, means they are able to be more collaborative and productive in the way that best suits them. This opens up new ways of working amongst the workforce.

And your customers want to use their wireless devices on your premises as much as your employees. In exchange for that free wireless access, you can push targeted information and offers to them. And if that information is informative, relevant and entertaining, then you can rapidly generate new revenue streams.

What we think

Wireless connectivity gives your people the ability to work on what they want, wherever they want to; allowing them to collaborate from anywhere as if they were at their own desk.

And with guest access on your wireless LAN you can give your customers the connectivity they demand when on your premises, with the ability to communicate and build richer relationships. With identity and location services, you can start to personalise their experience, generate new revenue streams and build customer loyalty.

How we can help

Whatever stage of the communications technology evolution you happen to be at, BT can make it work for you and help you take the next steps to a better conversation, better collaboration, and a better communications experience:

- With **BT LAN Connect** we can provide wireless solutions with a flexible range of scalable and modular service options, to most effectively provide organisations with reliable and secure coverage. We are continually refreshing our portfolio to ensure we have the latest

LAN and wireless products to enable a seamless end user experience through high quality products.

- With **Cisco ISE** we provide a next generation identity and access control policy platform that allows you to be sure what your customers can get access to while on your network, whilst protecting your corporate information.
- And **Cisco MSE** location based services transforms the way you interact with your customers with simple self-service enrolment. With advanced location services you can contextualise your guest engagement and service, using advanced analytics and location based messaging.

How we can help your industry

- Imagine a retailer being able to see where shoppers are in store. They can start to identify customer trends and high-value shoppers. They can even market directly to them depending on where they are, improving the shopping experience and generating more revenue as a result.
- Healthcare professionals can have closer engagement with patients, giving them the option

of self-service facilities. Staff can enjoy better visibility of where equipment is, saving time and resources when they need it.

- Hospitality workers can offer a more personal guest experience with targeted offers, such as a free dessert or bottle of wine if a restaurant guest books a table online.



Our experience

We're already helping some major customers to collaborate securely across a range of devices:

Barclays Bank: Free Wi-Fi drives customer service innovation

Branch Wi-Fi is provided by BT but identified to the public as BarclaysFreeWifi in 1,600 of Barclays' UK branches. The solution includes BT Wi-Fi Protect. While the BT Wi-Fi platform filters out illegal content as a matter of course, BT Wi-Fi Protect offers the additional defence of a rule-based engine that specifically prevents access to pornography to both safeguard the bank's image and reassure the public.

Barclays colleagues in branches were issued with 9,000 wireless-enabled-as-standard Apple iPads. Not only allowing them to work with customers anywhere in the branch, the iPads mean that colleagues can demonstrate online apps on the spot, including Barclays Pingit mobile payment, Barclays Mobile Banking and Barclays Homeowner, illustrating the best options for customers' needs.

"For us at Barclays, it's all about the customer experience and we're finding that our customers really love our free Wi-Fi."

Jamie Pooley, Assistant Manager,
Piccadilly Branch, Barclays Bank



Wireless LAN keeps customers connected during the London 2012 Olympics

Back in Beijing, mentioning Bring Your Own Device (BYOD) would have brought a puzzled stare. By London 2012 it had become one of the hottest technology topics on the planet. The Olympic Park alone welcomed more than 170,000 spectators every day, over 50 per cent using wireless-enabled devices, while behind the scenes some 50,000 support staff, athletes, journalists, and others took advantage of flexible wireless connections.

"When customers are delighted with a service they seldom ask how it's delivered. That's actually the way it should be. BT Global Services, Cisco Services, and LOCOG knew exactly how to deliver a record-beating wireless network. And that made everyone very happy."

Gerry Pennell, CIO, LOCOG

For all of the above case studies see:
www.globalservices.bt.com/uk/en/casestudy

Why BT

At BT we help pull things together, offering solutions that work best for today and can cope with whatever may come tomorrow. Our collaboration solutions offer:

- **Extensive industry experience** – we have been delivering data and voice convergence, including wireless networking, since the inception of the technology.
- **Global expertise** – we are a leader in Gartner's Global Network Service Provider Magic Quadrant (2013).
- **End to end solutions** – we provide complete end to end solutions: not just voice or unified communications but trunking, networks and security all pulled together by BT Advise One professional services.
- **Added value** – Our value added services portfolio such as Connect Applications, Managed Security and Diamond IP mean that we ensure that your network is optimised, secure and future proof, giving you a robust and reliable foundation for converged, multi-channel communications.
- **Flexibility and scalability** – we have a wide range of access services to match the needs of our customers' smallest sites as well as their headquarters. With a choice of access technologies our network can adapt to wherever connectivity is required.
- **Peace of mind** – our secure networking experience includes monitoring more than 300,000 customer devices from our 12 Security Operations Centres around the world.
- **Future-proof** – BT can ensure your network is ready for the impact of future BYOD technologies.



Offices worldwide

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