

BT Unified Communications and Collaboration (UCC)

Business view

Meeting business needs through unified communications

To grow your business, please customers and satisfy shareholders, your employees need to find information and reach decision makers faster. Being agile and flexible means empowering your people to communicate easily to make informed decisions that respond to market and customer demands. To meet business objectives and to achieve competitive advantage, organisations need the flexibility that unified communications can offer.

The BT advantage

We are the UCC one stop shop and service provider of choice, offering:

- **Capability:** to deliver voice integration and other business benefits with the roadmap to unified communications and collaboration.
- **Breadth of portfolio:** a comprehensive range of technology – LAN, WAN and supporting security protection.
- **Evolutionary approach:** ensures customers migrate at their own pace.
- **International dependability:** our financial stability and global reach enables you to expand internationally.
- **Depth of experience:** expertise in traditional and new wave networked IT services.
- **Vision:** our investment in research and innovation enables you to invest in robust technology that can support your growing business.
- **Partnerships:** key strategic alliances with IBM and Gold Partner accreditation with Cisco, Nortel and Microsoft.

Measurable benefits for your business

BT's Unified Communications and Collaboration solution is designed to:

- **Improve productivity:** a more controlled and manageable communications interface enables users to work and collaborate more effectively. Instant messaging can help to significantly reduce mobile phone bills, e-mail traffic and voicemails.
- **Reduce costs:** conference calls can significantly lower travel and meeting costs, freeing up management time for more productive purposes (Sage Research 2006).
- **Speed up responsiveness:** converged voice and data facilitates a rapid response to changing business needs and seamless communication of information to all stakeholders.
- **Increase business agility:** geographically dispersed team members can function more effectively as a group and benefit from shared resources, such as information and core business tools.
- **Maximise client facing time:** more effective communications management leads to more time with customers, while more efficient contact centre environments result in more sales, faster fault resolution and greater customer satisfaction.
- **Grow business and value chain:** collaborate better with suppliers and partners to expand your business throughout the value chain.

BT's approach to unified communications and collaboration

BT's roadmap involves a careful assessment before designing a comprehensive managed service solution based on IT Infrastructure Library (ITIL) principles – a widely accepted IT service management approach.

Taking into account your unique business requirements, we work with you to:

- **Consolidate legacy systems:** rationalise complex estate.
- **Converge technologies:** migrate to a converged WAN and LAN and IP telephony.
- **Extend to UCC:** select Microsoft, IBM, Nortel and Cisco options, BT Professional Services, UCC hosted and / or managed services, including end-user training to ensure you realise return on investment.

Maximising return on investment

BT Unified Communications and Collaboration solution maximises return on investment (ROI) through:

- **Web conferencing:** integrated in-house and IP network voice and Web conferencing reduces conferencing expenses and travel costs.
- **Unified messaging:** more efficient message management can save employees 43 minutes a day, while mobile workers save 55 minutes daily, according to a Sage Research report (Jan. 2006).
- **Productivity gains:** Sage Research reports that mobile workers generate annual productivity gains of 3.5 days a year.
- **Presence technology:** indicates when a person is online so that staff can reach one another on the first try if they use the technology correctly.
- **Reduced cost:** through more effective communications management and call charges.

Contact a BT Account Manager to learn more about how unified communications and collaboration can help your company work smarter and reduce costs.

Offices worldwide

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