

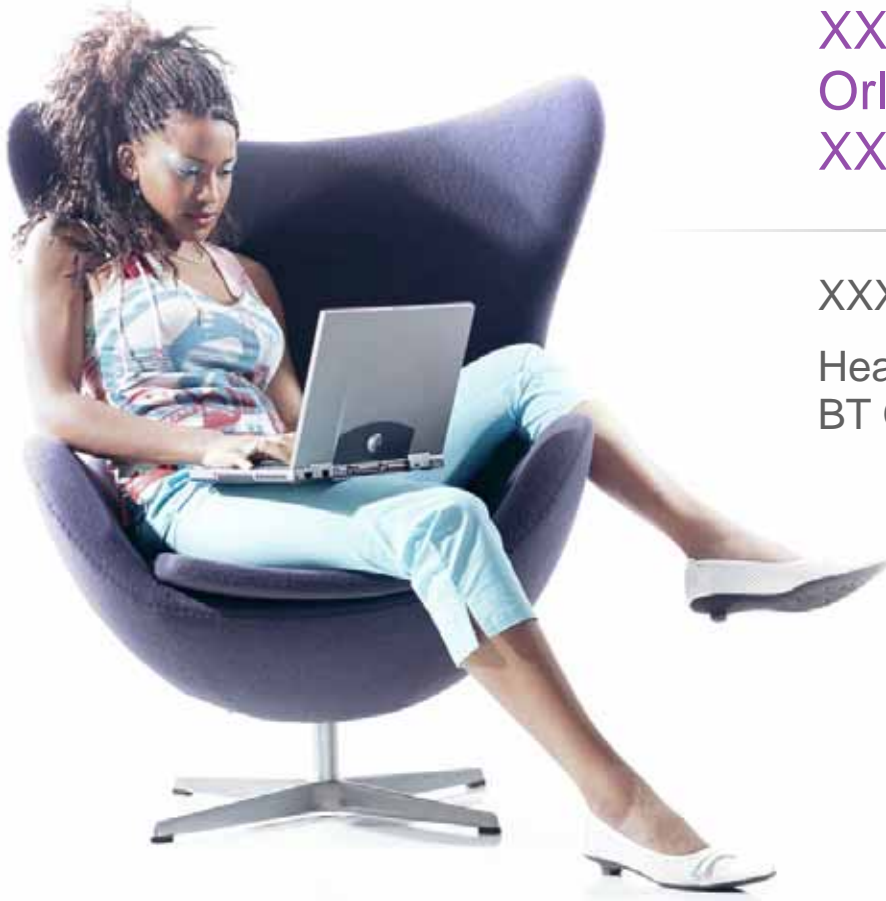
# Does Your Company Need UCC?

XXX XXX  
Orlando Florida  
XXX XX, 2007

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XXX XXX

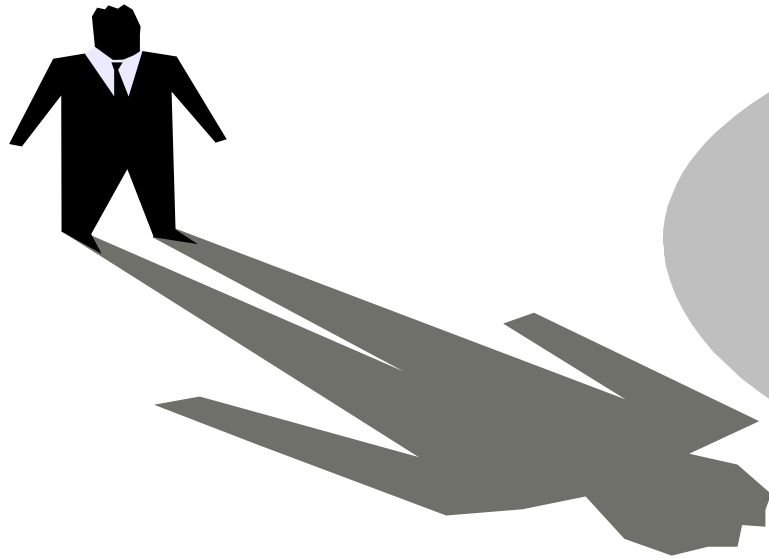
Head of Global Convergence Propositions  
BT Global Services



# Web 2.0...so what?



# Shadow IT: a business driver or a business inhibitor?



Tomorrow??



Today?



# UCC: the harsh reality...



But for many of you....



**UCC = Business Benefit and Return On Investment:  
20% of companies**

**UCC = Serendipitous Journey to Convergence:  
80% of companies**



# Collaboration... a hot topic among Senior Management!



How do companies align ~~Integrate~~ Integrate IT with the business?

Over the next three years, what will be the chief obstacles to your company's ability to align the IT infrastructure with its business objectives?

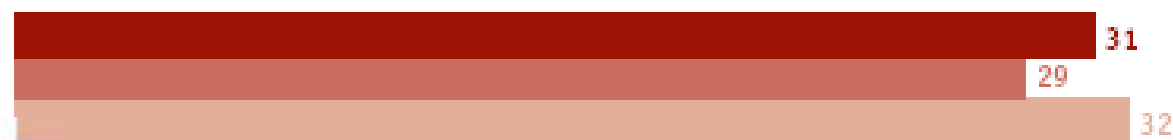
(% respondents)

■ Total sample  
■ CEOs & boardmembers  
■ IT executives

Lack of understanding from senior management of how IT should support business objectives



Insufficient IT investment



Lack of collaboration across functions



Source: Economist Intelligence Unit, Global Technology Forum survey, 2006

# Business issues and barriers to change...



## Existing barriers to deploying communication and collaboration solutions:

Justifying/building the business case

Access to IT skills & new skills

How? Complexity of infrastructure



# What does BT mean by collaborative working?

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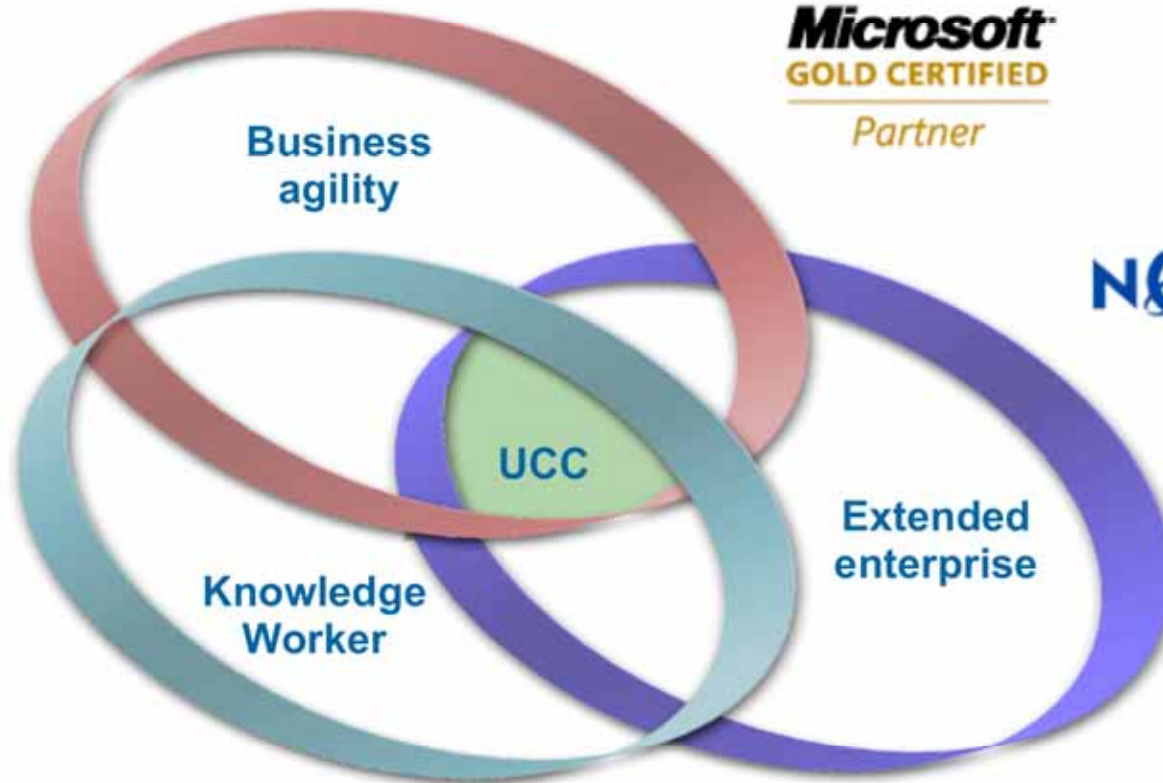
- **Collaboration is about *People* and is synonymous with *Effective Communications***
- **BT uses *collaborative solutions* and applications to:**
  - Flexible working/telecommuting
  - Creating fast and effective virtual teams
  - Sharing documents and information without increasing email traffic
  - Fast and efficient communications in service desk environments
- **BT uses collaborative solutions to help build a *sustainable business* through:**
  - Considerable cost savings with reduced travel
  - Reduced fuel consumption and carbon footprint helps the global environment
- **BT communicates and *collaborates with partners* by:**
  - Federated Messaging Services
  - Document/information sharing

***Making the Web2.0 vision a reality!!***

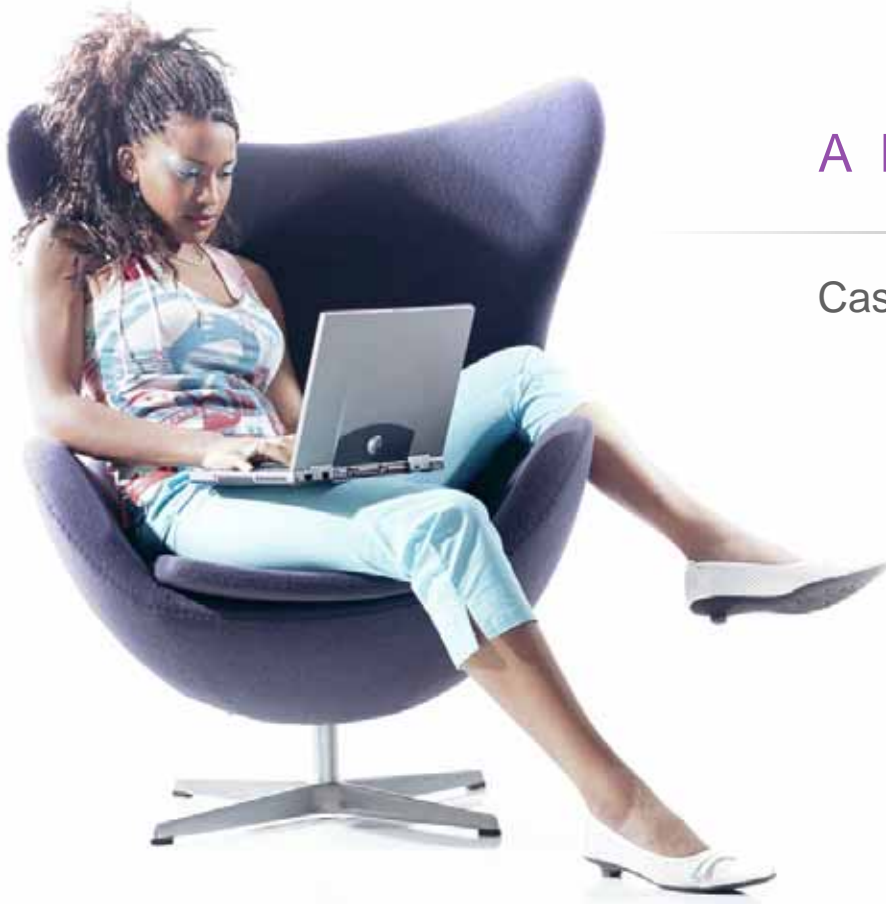
# BT's Unified Communications & Collaboration Integration Services



**Microsoft**  
GOLD CERTIFIED  
Partner



*A Partner Ecosystem*



## A Day in the Life of a Telecommuter

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### Case Study

# Do you recognize these issues?



## Local issues

■ Access to information/systems

■ Scheduled/unscheduled decisions

■ Availability/contact ability

■ Time to do some actual work

## Bigger issues

■ Cost of real-estate/buildings

■ Cost of time and travel

■ Sustainability

■ HR concerns: stress & work-life balance

# The Team: the working environment



## People

- Knowledge worker
- Geographically dispersed
- Home based
- Globally mobile
- High performance
- Sign off responsibility
- Deadline driven
- Virtual teams

## Process

- Marketing function
- Monthly focused
- 70:30 resource plan
- Shared Service
- Cross functional
- Collaborative
- IT Hungry!
- Customer facing

***Work is something you do, not somewhere you go!***

## Telecommuter days: Monday or Friday by design?



Everything you've just seen was accessible from home office!



■ Online all day in home office

■ Video - collaboration - 121 with team

■ Important – scheduled work time!

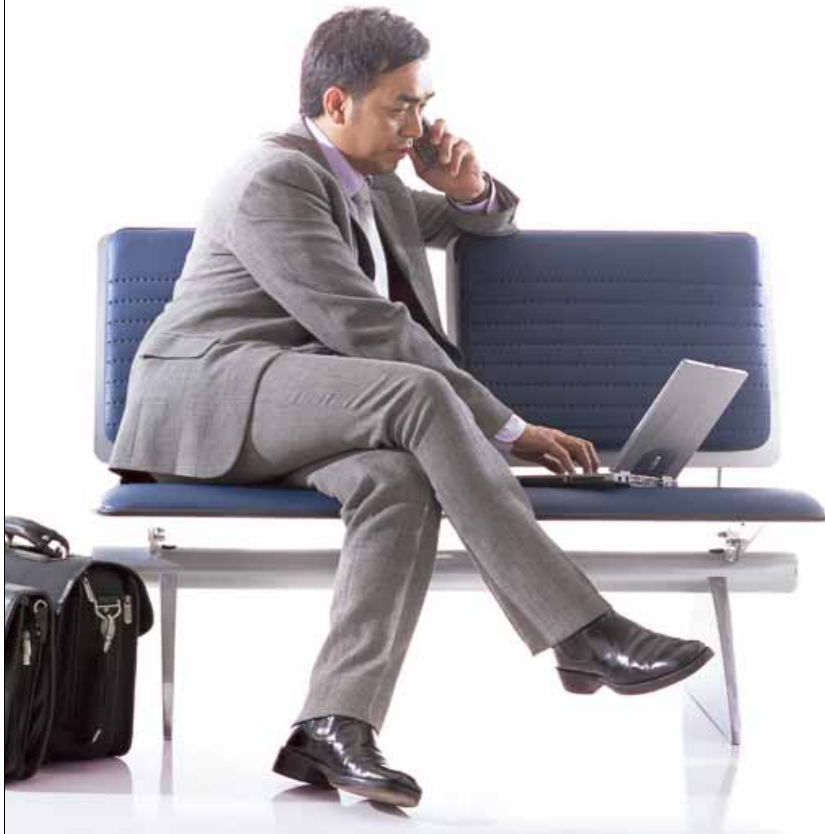
■ Issues – School vacations/workmen

***Reminder – work is something you do!!***

# Traveling in USA .....



## Boston to New York by train...



■ BT office for meetings - Morning

■ Off-site Cisco meeting - Afternoon

■ Wireless access Grand Central Station;  
BT; Cisco

■ 4-5 hours bliss working on train!

*In contact all day, using a single device: the laptop!*

## Traveling in Europe

Overnight to Brussels for internal and customer meetings

- Wireless at BT Hotspot at Airports

- On-the-fly video conference for sign-off

- Broadband access from hotel room

- Guest wireless access customer site



*Phone calls made over wireless where possible!*

# Bang for your buck time?



## General

- Telecommuting solutions
- Contact Center
- IT Service desk applications

## Vertical Applications

- Manufacturing & Automotive
- Consumer Package Goods

## BT Telecommuters

- Save on average \$12k PA
- 20% time improvement
- \$418M building rationalize

## IM Facts & Figures

- 30% reduction in email
- 40% saving on mobile bill
- 15% reduction in voicemail

***Tangible and Intangible benefits – difficult to justify!***

# Summary of Benefits



## People / process

- Organizational culture change
- Holistic approach to telecommuting
- Technology is just an enabler!



## Benefits

- Efficiency - productivity - cost
- Corporate initiatives - ROI
- HR: Well-being & work-life balance



# So what's BT's role for UCC and how can we help?

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- BT is *“The Unified Communications & Collaboration Integration Company”*
- Building the underpinning infrastructure is a pre-requisite.  
*We can help*
- Deploying Unified Communications & Collaboration in a phased and controlled fashion.  
*We can help*
- Identifying key business needs and supporting your business sustainability plans  
*We can help*

*Migration - Flexibility - Risk - Quality - SLA – Guarantees - Trust*

# In Summary – an Overview of the Breadth of BT



## Global Communication Services Powered by Our 21st Century Network



- More than **30,000 people based in 50 countries** delivering services in over **170 countries**
- Over **10,000 customers globally** - including **20 of the Top 50 Fortune 500**
- Solutions for **networked IT services: high performance networking, security, applications management, outsourcing, managed services, and business transformation**
- **BT Americas** - providing services to multinational companies in America **since 1988**. Currently **4300 professionals** and **over 1,000 customers** in the US and Canada
  - **50% revenue growth** in the Americas for the past **5 years** in a highly competitive market
  - **Network Operations and Customer Service Centers** in Atlanta GA, Boston MA, Los Angeles CA, Princeton NJ, Oakdale MN and Nutley NJ

***BT in Americas is NOT a traditional telephone company!***

# Thank you

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Bringing it all together