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Steve Fenton: portfolio

copywriting | editing | messaging | brand development

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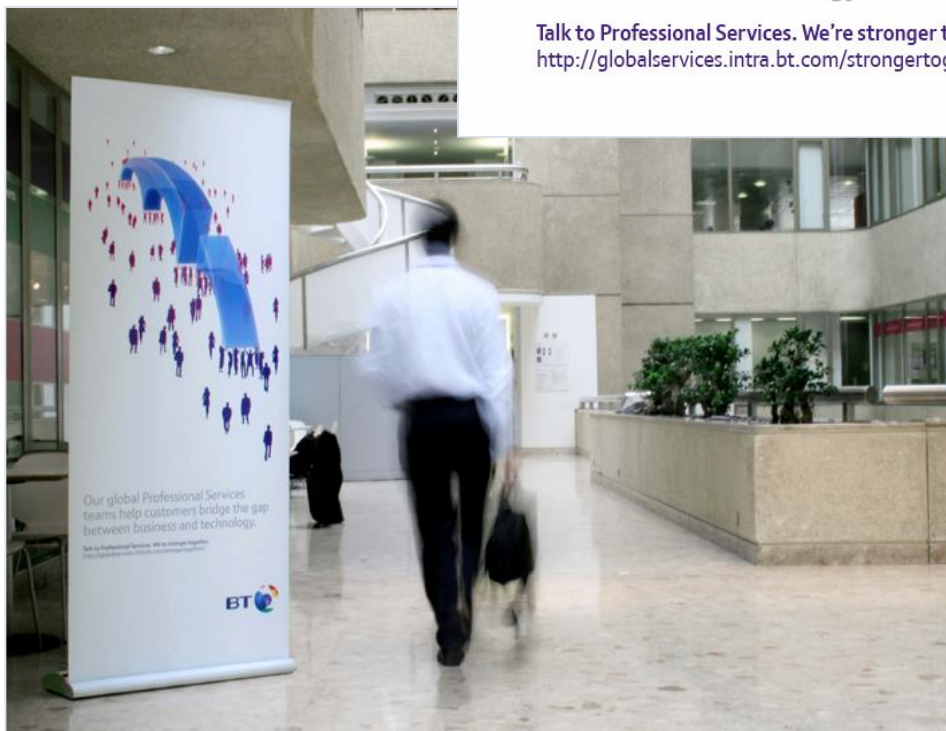
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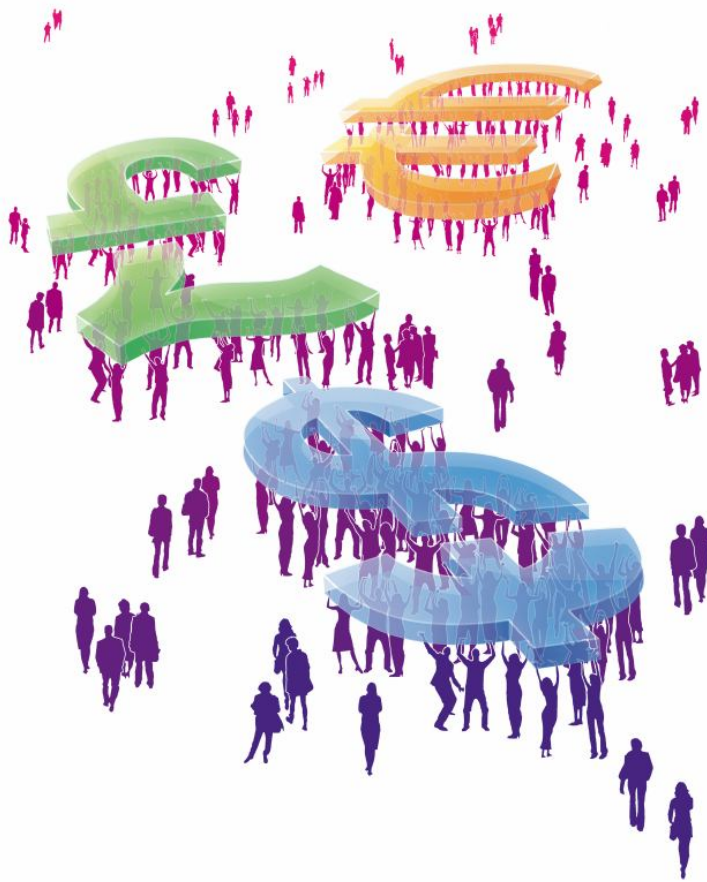
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Our global Professional Services teams help customers bridge the gap between business and technology.

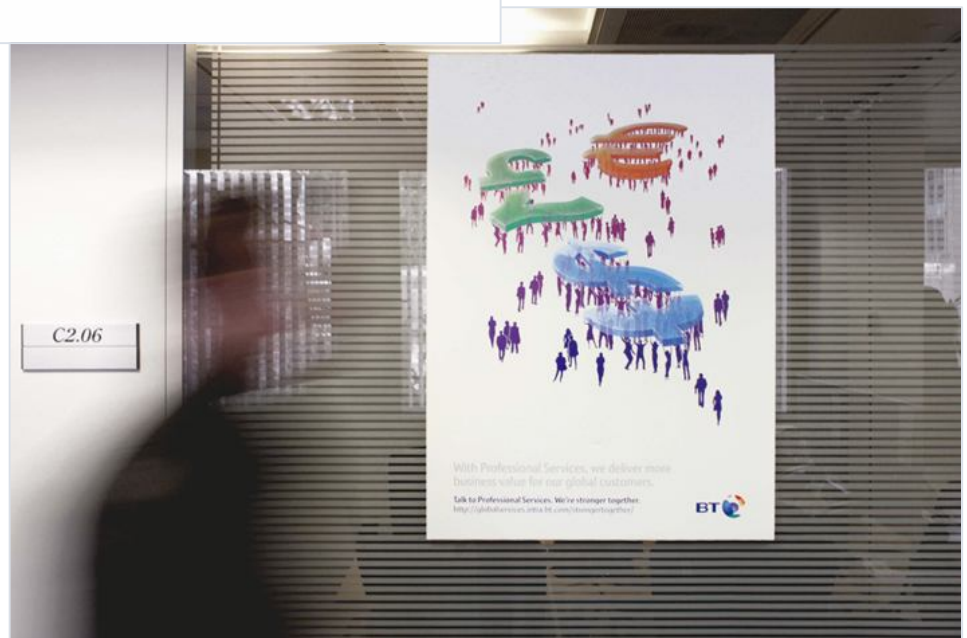
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BT Global Professional Services Beyond Technology

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BT's Global Professional Services team
helps customers identify and deliver business value.

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This USB stick contains a range of presentation materials to help you introduce your customers to our world-class Professional Services team.

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You'll find full instructions on the stick. Simply plug it into your PC and start moving your customers beyond technology.



BT Global Professional Services Beyond Technology

Extras 

Help | Exit

Video


Showcasing BT Global Professional Services with help from some of our consultants.




 **Simon Partridge**
How BT Professional Services are used in the Oil and Gas, Pharmaceutical and Technology sectors.



 **Gillian Coote**
How BT Professional Services are working with retailers and global brand teams.



 **Adeel Khan**
How BT Professional Services are used within Operational Strategy and Business Change.

Brochure

An overview of BT's Global Professional Services capability

 **Beyond Technology**

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Quick Starts are concise consulting packages that help you understand and address your organisation's key business and technology issues

 **Secure Networking** Carbon Impact Assessment Business Continuity Work Anywhere Unified Communications and Collaboration Identity and Access Management Contact Centre Efficiency Risk Compliance Managementweb: www.bt.com/quickstartsemail: quick.start@bt.com

Want to hit your revenue and margin targets?

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to help them win the day.**

It's just the same in sales.

So it's good to know that in
Professional Services, there's
a whole range of capabilities
that can boost your sales success.

**Why not stop by our coffee station,
and find out why it pays to work
with Professional Services.**

Sales & Professional Services.
We're stronger together.



How can you create a customer focused organisation?

Web reference: 10106

Printer friendly

Email a colleague

Feedback

Overview

Communicate through one voice

Generate smart customer interactions

Make contact centres efficient

Outsource for Better Business

Unify communications

Unifying communications in your contact centre

Unify communications

At a pace that makes sense for your business

A global business depends on being able to communicate and collaborate with people anywhere in the world, quickly and effortlessly. That's the promise of unified communications: a seamless environment that drives productivity by integrating multi-channel communications with the applications that support your business processes.

The challenge is to realise that promise, while maximising the potential of your existing IT, communications systems and infrastructure, and addressing the impact of unified communications on work styles, culture and behaviour.

That's why BT works with you to address unified communications as a journey – whether you're investigating IP telephony for the first time, or preparing to embed unified communications into your business processes. We provide the advice, integration skills, connectivity, applications and managed services you need to benefit from unified communications, at a pace that makes sense for your business.

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Related solutions

Hosted Voice

Significantly lower voice costs and boost efficiency through an integrated approach to current and new voice technologies.

Total Collaboration

Your employees and business partners are scattered over many locations, often on different continents. Your profitability depends on adopting more efficient ways of working together.

Total Communications

BT seamlessly unifies your communications

How can you increase efficiency?

Web reference: 10132

Printer friendly

Email a colleague

Feedback

Overview

Communicate through one voice

Improve operational efficiency

Integrate Network and IT services

Make contact centres efficient

Outsource for Better Business

Unify communications

Improve operational efficiency

Transform your operating environment

Operational efficiency is difficult to achieve when your business runs on disparate, disconnected IT and communication networks. Efficiency comes from being able to manage your infrastructure, your IT and communication services, and the user experience in one end-to-end environment.

With BT you can migrate to a more flexible, responsive and cost-effective unified infrastructure for IT and communications. We provide the expert advice, technology, commercial flexibility and managed service experience needed to take care of even the most demanding networked environments. You can leverage our global scale, and expertise in designing, delivering and managing an efficient global infrastructure, to completely transform your operating environment.

BT was positioned in the Leaders quadrant in Gartner's Magic Quadrant for Global Network Services Providers in 2007. We provide efficient networked IT services to 4,000 enterprises around the world.

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Related solutions

Carbon Impact Assessment

New in 2009: BT Group debuts at 7th in The Times 2009 Green List so proving its credentials.

WAN Management

Effectively optimise and monitor your WAN network to maximise the IT efficiency of your organisation.

IT Infrastructure Optimisation

An efficient IT infrastructure enables business growth. Optimise your IT estate to ensure maximum operational efficiency.



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Local Government

Destination transformation

Making the social transformation of local communities a reality

The UK government's commitment to more effective, efficient and joined-up public service delivery puts huge pressure on local authorities to realise the transformation required. IBM offers innovative technologies, professional services and business transformation expertise to help deliver this far-reaching reform agenda.

Our work with local government includes:

- Creating shared services infrastructure to respond to the demands of Transformational Government
- Using technology to improve efficiency, contain cost and deliver more effective services that meet the needs of citizens and businesses
- Improving access to services through multiple channels
- Introducing more efficient flexible working practices
- Transforming information management, storage and retrieval
- Developing an environment that supports the development and retention of high quality personnel

IBM is a trusted partner for local authorities across the UK, including Bradford Council, where we support a major IT and process transformation to improve service delivery; and Cheshire County Council, where we're helping to deliver person-centric care for older citizens in conjunction with local NHS partners.

News and Features

Southwest One news

Read all the latest news and announcements about Southwest One

Flintshire gains a greener IT landscape with IBM (PDF, 493KB)

Flintshire has ambitious goals to reduce its power consumption and cut carbon emissions. For the growing IT infrastructure, the emphasis is on eliminating "white space" in servers and storage devices through consolidation and virtualisation.

Dundee City Council cuts financial and carbon impact of IT infrastructure

Dundee City Council have realized significant cost and carbon savings since adopting a sustainable IT strategy, which targeted IT as one of the most energy intensive areas for councils.

Dundee City Council builds an energy-efficient infrastructure with IBM (PDF, 393KB)

To meet its environmental objectives, the IT department wanted to revolutionise its

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E-commerce hosting, Website hosting, Hosting for high transaction volumes. Retail-Hosting provides flexible, affordable and reliable hosting services for retail and wholesale companies.

We have decades of retail and wholesale application experience. We understand your demanding design, functionality, usability and reliability needs.

We'll take the hassle out of running and maintaining your server infrastructure, so you can focus on what you do best: generating revenue, and keeping your customers happy.



LATEST NEWS

[Retail Hosting to host IT for Co-operative online electricals](#)
(19 August 2009, 11:42)

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Standard hosting packages

Our **standard hosting packages** cater for the most popular retail hosting requirements, from small e-commerce websites to stores with very high transaction levels:

- Fully managed services
- Monitoring and backups included
- Choose the capacity and bandwidth you need

More information >>

eCommerce Solutions

Our **e-commerce solutions** provide the tools you need to trade online, with easy to implement templates for popular business models:

- Rapid website deployment
- Varied template design
- Powerful CMS and SEO management tools

More information >>

Supporting services

Add **secure remote backup** to your hosting package with **Storage-Vault**:

- Fully managed services
- Fast and secure backup for critical data
- Automatic backup, even when you're not around

More information >>

Software Solutions

Maginus Storefront

Web Storefront & integrated Back Office



Case Study



PC World Business creates long-term customer value with Maginus

PC World Business (PCWB) is the business-to-business arm of the well-known chain stores, and the dedicated IT partner of one in three UK businesses. Exceptional customer service is paramount in this dynamic and competitive industry - which is why PCWB aims not just to satisfy a customer's initial need for a product, but to support them through the lifecycle of that need and create a long-term, valuable relationship.

PCWB offers the widest range of IT products and services available in the UK. Its customers buy from an extensive catalogue, through business centres in PC World stores around the country, through www.pcwb.com, and from a field sales force. Managing customer satisfaction in this truly multi-channel environment is a significant challenge - and PCWB turned to Maginus.

A truly connected enterprise
With such a vast product range and operations across multiple sales channels, it was vital for PCWB to find a software solution that could help it establish consistent control over its core sales, CRM and logistics functions. The aim was to create a truly "connected enterprise", as Shaun Brammigan, Head of Business Processes & Systems for PC World Business, explains:

"Becoming a connected enterprise means automating internal processes and providing a real-time link between front office sales and support, and back office supply chain and logistics activities. And it also means developing a real connection with your customers. A truly customer-centric organisation must have visibility and control over all of the information that leads to great customer service - not just customer details, but consistent product, pricing and fulfilment information too."

Consistent customer focus
PCWB uses Maginus software to provide that consistent, customer-focused control. Today, Maginus handles sales, CRM, supply chain, warehousing and help desk activities across its multi-channel retail operations. Maginus software provides the single point of control for all product, pricing and customer information, linking the sales and fulfilment activities to help PCWB deliver exceptional customer service. Over 1,200 employees use Maginus - about half at PCWB's call centre, which handles catalogue sales and support, and half at PCWB stores across the country.

Whether a customer wants to buy from the PCWB catalogue, from a retail store or through www.pcwb.com, they have access to accurate, up-to-date product information and pricing. Maginus integrates with PCWB's in-store ePOS system for over-the-counter purchases, and supports centrally-negotiated prices and purchases on account through any channel. PCWB has also integrated Maginus with its existing website, and expects online purchases to grow from around 10% of sales today to more than 20% in the next three years.

At-a-glance:

PC World Business
• b2b retail
• www.pcwb.com

Industry
• IT & communications products & services

Multi-channel
• Catalogue, contact centre, website, store

Maginus solution
• Sales, CRM, Supply Chain, Warehouse Management, Help Desk, Workflow

Number of users:
• 1,000+

Customer benefits:
• Consistent customer service across all sales channels
• Improved customer support and retention
• Financing services integrated with product sales
• Efficiency gains leading to increased profitability



"We couldn't have supported this growth without Maginus"



Company

Solutions

Product

Customers

News

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Enter Customer Area

Search

Maximise your revenue through the entire customer lifecycle

Maginus Storefront

The Web store that puts you in control

Maginus Storefront is a complete e-commerce suite. Change any aspect of your web store. Maximise revenue with tools that let you see how web design and marketing spend affect sales.



Powerful Marketing tools

Combine web analytics with traditional business KPIs

Total flexibility - puts you in control of your own site

Powerful skinning engine & unlimited brands/products/shops

Back office features for multi-channel retail

Manage the customer journey across every channel

Comprehensive storefront functionality

Extensive b2b & b2c capabilities with web-based control

[MORE>>>](#)

Maginus 7XA

The complete solution for multi-channel retail and distribution

Maginus 7xa gives you end-to-end control of the processes that create long term, satisfied customers, through any channel.



Multi-channel sales & fulfilment

Mail Order, Telesales, E-commerce, Field Sales, Store, Trade

End-to-end capabilities

Sales, Marketing, CRM, Purchasing, Warehouse Management, Financials and Reporting in one integrated solution

Industry solutions with 7xa

Retail, Catalogue & Mail Order, Computers & Electronics, Food & Drink, Publishing, Fashion, Contact Centres, Fulfilment, Wholesale Distribution...

[MORE>>>](#)

NEWS>>>

Sainsbury's Wine

"We have achieved aggressive growth through the web channel, and Maginus has played a key role" [more...](#)

Oddbins

A new web storefront for Oddbins Direct has helped improve the customer experience and reduced cost. [more...](#)

Présentation générale, Überblick, Overzicht, Introduccion, Panoramica, Översikt.



SUCCESS STORIES>>>





Your customers are multi-channel. **Are you?**

Catalogue & mail order, website, store or trade counter – your customers expect the same level of service whichever channel they choose.

That's why Maginus gives you a comprehensive solution for sales, marketing, CRM and fulfilment through any channel.

A single point of control for your core business processes. One view of your products, one view of your customers. An end-to-end solution for multi-channel retail and distribution.



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**Take multi-channel to the next level:
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Global/Regional Operations Centres

BT facilities that handle core activities, which cannot be performed by a third party for security or data sensitivity reasons.



More information...

If you need more information, you can always set up a [BT SeeMe session](#), or check out the FAQs, glossary and policy information in the global sourcing [knowledge bank](#).



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We're stronger together

When sales, account and professional services teams work together, we win higher value, higher margin deals.

Our combined understanding of the customer, and the issues driving their business, sets us way above the competition.



Maggy McClelland
President, BO&PS
BT Global Services



Every hero needs a super-power

If you're in Las Vegas for the World of Heroes sales conference, join us for coffee and find out why it pays to work with Professional Services.

You'll find us at the Professional Services coffee station during breaks in the conference agenda (as well as at a number of plenary and workshop sessions). We look forward to meeting you!

Find the people you need

This site is designed to help you find the right people to support your customer opportunity - start by choosing the region you work in:

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Killer facts about working with Professional Services

EMEA & Asia Pacific Professional Services




Adrian Saunders
Vice-President
Professional Services
EMEA & Asia Pacific

There are 1,900 Professional Services experts in EMEA and Asia Pacific. We're here to help you add more business value to customers, and pull through more revenue per deal.

We provide leadership and support for large transformational deals, such as Novartis and Philips. We can also help you differentiate BT in classic network-driven deals e.g. through the roll-out of packaged Quick Start services gives you a fast, simple way to start business conversations with customers around our key capability areas.

To find the right people for your sales opportunity, choose your country or region below.

Choose a country



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Spain

France

Benelux

Italy

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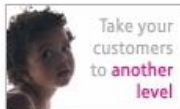
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ACTIVATE! is our new Product Lifecycle Management process and the Activideas community is your way to share. We've transformed the way we turn ideas and concepts into innovative products.

To get started log in to the intranet and visit <http://intranet.prometheanworld.com/activate>

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building the world's best products together

ACTIVATE! is our new Product Lifecycle Management process. We've transformed the way we turn ideas into innovative new products.

Log in to the intranet and learn more at <http://intranet.prometheanworld.com/activate>

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FAST FORWARD 2008

29th September 2008 Issue 11

Activate – share your ideas for great new products!

Welcome to Activate! Activate is our new Product Lifecycle Management process. We've transformed the way we turn ideas and concepts into innovative products... and everyone at Promethean has a part to play!

Because this new process affects everyone, we're asking all employees to complete a short online training course that explains the benefits of the new process and how you can contribute. The course is mandatory for all employees! You'll find the details at the end of this message.

Activate: How does it work?

As part of our dedication to designing great solutions for teaching and learning, we have transformed the way we create and launch our products. From the first spark of an idea, through planning, development, testing, launch and the end of a product's life – we've given the entire product lifecycle a makeover.

Activate: How is it different?

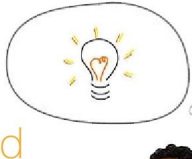
Activate makes the whole process more consistent, more inclusive and more collaborative. It helps us create more innovative products, that are better aligned to the needs of our customers, faster than ever before.

Activate: share your ideas, and get involved!

Everyone in Promethean can get involved, by submitting ideas for new products. Whatever your job is, and whichever team you work in, you can help us create innovative products that light the flame of learning.


Learn more about how you can change the future of Promethean, and contribute ideas, by visiting the Activate intranet site: <http://intranet.prometheanworld.com/activate>

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Collaboration and cross-functional teams


How it all works!

[Click here to begin the tutorial](#)




PROMETHEAN
LIGHTING THE FLAME OF LEARNING

BE A SUPER TEACHER



Home » Private courses » **Activate PLM**

You are logged in as Steve Fenton (Logout)

Topic outline

ACTIVATE! Product Lifecycle Management

Building the world's best products together

- A training course for Promethean employees
- Time needed: about 20 minutes




Instructions: Work through each topic in order, completing the **tutorials and activities marked in orange**. You must complete each tutorial and activity to finish the course. Good luck!

Topic 1. What is Activate PLM?

Activate is the name of our new Product Lifecycle Management (PLM) process.



Click through this short tutorial to learn more:

 What is Activate PLM, who's involved, and who does it affect?

Next, watch this video to learn more:

 Iwan Streichenberger explains what's different about Activate

Topic 2. Why are we implementing this new process?



Improving the way we design, develop, launch and maintain products is vital for the long-term success of our company.

Watch this video

 Jean-Yves

Topic 3. See your ideas grow into new products

The Activate PLM

PLM describes the whole series of activities we go through in **designing**, **launching** and **managing** our products.



...and finally, the end of a product's life.

We have changed the way we do all of these things to make it a much more **inclusive and collaborative** process.

Next step





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[Chestnut Cat Sanctuary & Cat Rescue Centre](#) helps unwanted, needy and mistreated cats and kittens to find new homes. [Adopt a cat or kitten](#) today!

We're based in Essex between Epping and Harlow - a short drive from the M11 and M25. Most of our cats go to new homes in London, Essex, Kent and Hertfordshire, but **any** area is possible if proper cat welfare & travel arrangements can be made.

Latest news:

Oct 27th New cats, just in! [Adopt a single cat](#) or [adopt a pair of cats](#) today!
Oct 31st It's spooky time again! [Happy Halloween! But wait... what's this?](#)
Oct 30th Your stories & photos: meet [Oscar & Max](#), [Laia & Coco](#), and [Bert](#)!
Oct 12th [donatesomeback](#): raise money for the cats when you buy insurance!

Buy insurance through [donatesomeback.com](#)
and they'll donate up to £25 to
Chestnut Cat Sanctuary



up to
£25
donation

Your stories,
photos & news

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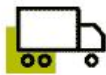
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- [iBaan](#) - a high-level overview of Baan's business software
- [Solutions](#) - software & services for a range of business functions
- [Industries](#) - software & services for specific industries



Press Releases

- ◆ [Baan Announces New iBaan Product Lifecycle Management Solution](#)
October 30, 2001
- ◆ [Crystal Decisions' Crystal Analysis Professional Provides Analytic Application Front-End for iBaan Business Intelligence Solution](#)
October 29, 2001
- ◆ [Trox Implements iBaan Solution to Streamline Procurement Process for Non-Manufacturing Parts](#)
October 25, 2001
- ◆ [Baan Launches iBaan Logistics - Specifically Bundled for the Logistics Industry](#)
October 23, 2001
- ◆ [Baan Announces Concerto! Migration Programme to Enable Customers to Better Protect Investment and Move to New iBaan Environment](#)
October 19, 2001
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Bulletin

- ◆ [iBaan for Automotive - the future of automotive business software](#)
Source: Baan
Rediscover the inventions of the past and let Baan show you innovation for your future...iBaan for Automotive launch, November 13, 2001
- ◆ [Customer Relationship Management: a strategy manufacturers can't afford to ignore](#)
Source: Control Solutions
CRM can be the difference between success and failure in the manufacturing arena given today's highly competitive environment...
- ◆ ['Collaborative Commerce': ERP, CRM, e-Proc. and SCM Unite! A Series Study: Baan and Parent Company, Invenys](#)
Source: TechnologyEvaluation.Com
"Baan is now iBaan, fully focused on the Internet via Portals and web technologies, across CRM, ERP, and SCM spaces" (registration required)
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are we?

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IBM & StreamServe announce Universal Document Services (UDS) for SAP

"Gaining the maximum value from an organization's existing business infrastructure is what executives care about today, UDS allows organizations to realize this objective." Mr. Loehr IBM VP Global Alliances

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June 17, 2003:

StreamServe Launches Output Center to Provide End-to-End Print Management

June 17, 2003:

DFDS Transport implements joint IBM and StreamServe solution to support electronic document communication from SAP® Solutions

June 12, 2003:

IBM and StreamServe Cooperate to Release Universal Document Services for SAP

Media Coverage

March 19, 2003:

Logistics Europe: Move it up a gear

Events

June 16-18, 2003:

SAPPHIRE '03 Orlando
Orlando, FL

June 17-18, 2003:

Document 2003
Nijkerk, The Netherlands

IBM Business Consulting Services

Building accessibility into Web design and business strategy

Your responsibilities, the law and the 'total customer experience'



deeper

A Point of View paper

Key topics

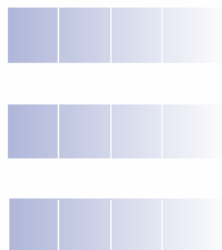
- Accessibility as 'the total customer experience'
- Accessibility law and legal requirements
- Accessibility and Web strategy
- Accessibility solutions
- The future of accessibility.

Executive summary

This IBM Point of View is essential reading for senior IT, Legal, HR, Sales and Marketing executives. In it, IBM defines accessibility in terms of its impact on the whole of your business, from legal responsibilities to revenue potential. It examines the ways in which accessibility affects business strategy and Web strategy in particular. It looks at issues surrounding short and long-term Web accessibility solutions, and finally considers 'the accessible future': accessibility in the emerging era of e-business on demand.

There are several key messages. By 1 October 2004, all UK companies must comply with the accessibility requirements of the Disability Discrimination Act, and that includes making Web sites accessible. Similar legislative activity is taking place across Europe and the USA. Complying with accessibility requirements doesn't automatically mean you have to change the way you do business, but for companies with a complex and/or extensive Web presence, you have to address the issue now.

Another key message is that accessibility is not just a compliance issue for Web developers. Nor is it just about providing access to products and services for people with disabilities. Accessibility concerns the holistic or 'total' customer experience. It's a strategic business issue and it touches many parts of your business – just like the Web itself. Tackling accessibility can help a company increase potential customer revenue, improve customer satisfaction and protect and enhance brand image. Because accessibility impacts so many areas of a business, companies should seriously consider partnering with experts in the field: not just to help meet legal requirements and to resource the changes required, but also to help their accessibility projects drive an overall improvement in the total customer experience.



BT Telepresence

Executive Summary



BT Telepresence

Technical view



A new approach to video communication

Video conferencing always promised to bring people closer together, but did it work like that in practice? With underwhelming image quality, difficult-to-use controls and patchy network performance, people spent more time dealing with the technology than with customers and colleagues. It created high IT support costs and a poor meeting experience for everyone involved – but that's all about to change.

Fluid, life-like remote collaboration

BT Unified Communications Video transforms traditional videoconferencing into an immersive communication and collaboration experience. Key technical features include:

- **Ultra-high-definition video:** Native 720p and 1080p high-definition cameras.
- **High-fidelity audio:** Multichannel spatial audio with echo cancellation and filters to eliminate feedback from mobile devices.
- **Efficient use of bandwidth:** Low-latency architecture, using H.264 video codecs to offer the highest quality at the lowest bitrate.
- **IP technology:** Our solutions use SIP and leverage the integrated voice, video and data networks in place in many organizations.
- **Network intelligence:** BT's next-generation platform automatically allocates the bandwidth required for high-definition video meetings.
- **Full range of supporting services:** BT can help you improve operational efficiency across your business with unified communications.

Key components

BT Unified Communications Video solutions depend on a number of components:

- **BT MPLS network with Quality of Service:** Our global next-generation network, currently available in 128 countries (170+ by the end of 2007) gives you the platform you need for remote collaboration all over the world.
- **Cisco TelePresence suite:** Advanced conferencing solutions for small and large groups, including high definition screens, cameras, speakers and microphones, IP phones, and furniture to create a professional, natural-feeling meeting experience.
- **Cisco Telepresence Manager:** Integrates with your enterprise groupware (such as Microsoft Outlook), network and video communication devices to manage meeting scheduling, help desk and status reporting.
- **Polycom RealPresence Experience (RPX):** Tailored meeting room solutions to cater for 8 to 36 participants, in rooms fully fitted with furniture, collaboration LCD screens, power connections at every seat and a wireless keyboard and mouse.
- **BT Operational Efficiency services:** We can manage all LAN, WAN, IT and communication elements to ensure a smooth, trouble-free service, with a single SLA.

BT Global Infrastructure Services CPE



BT Customer Premises Equipment (CPE) services help multinational organisations simplify the sourcing, delivery and maintenance of the essential voice, data and converged IP infrastructure required to do business in today's digital networked economy. With BT as your CPE partner you can achieve new levels of consistency, cost efficiency and control, even for the most complex global CPE requirements.

Service description

BT provides a wide range of competitively-priced CPE and related services on a bespoke or volume basis. We can help you identify, install and maintain the right CPE solution for your multinational business, whether you need to roll out next-generation converged applications, or simply reduce the cost and complexity of your global voice and data infrastructure.

Our CPE portfolio includes a full range of hardware from leading vendors. We offer a range of support levels so that your service experience can be tailored to the needs of your business.

BT CPE services are available standalone to support your LAN environment. They can also be combined with BT connectivity services, providing a simple way to source your entire global network infrastructure from BT.

Key benefits

The key benefits of BT CPE services include:

Single global contract

With BT you can take advantage of a single global contract for ordering, delivery, installation and maintenance of all voice and data CPE. Where applicable this can include consistent terms and conditions, consistent service standards, consistent global pricing, and dedicated helpdesks for ordering and service. Service contracts can also be provided per country or on a regional basis if you prefer.

Unrivalled service capabilities

Together with our installation and maintenance partners we can provide country, regional or global service level agreements, which offer four service level options available across the world. Our multilingual helpdesk gives you a single point-of-contact with technical advisors who lease directly with you, and provide end-to-end management of any issues you may encounter.

Cost control

Working with BT can significantly improve cost control for a complex global IP infrastructure by consolidating disparate CPE contracts. Through our global partners, we can also offer upgrade packages to help with initial investment in IP equipment, trade-in programmes to protect current balance sheet assets, and financial models that give guaranteed future values for existing investments.

BT Hosted Contact Centre with Genesys



Simple, flexible, cost-effective customer service

Implementing a state-of-the-art, multi-channel contact centre has never been so easy. You can take advantage of market-leading Genesys contact centre software over BT's global IP network. You get full control over the flow of inbound and outbound customer interactions through a powerful visual interface. It's hosted and delivered as a service by BT – and with on-demand pricing, you only pay for what you need.

The whole enterprise can be your contact centre

Flexible customer interaction

With BT Hosted Contact Centre with Genesys you can design interaction strategies, and increase and decrease the number of agents and ports you need, to meet your changing business requirements.

State-of-the-art, multi-channel service

The service supports inbound and outbound voice, email, Interactive Voice Response, Instant Messaging, text messaging, co-browsing and scanned letters and faxes – which can all be routed to the best agent for each customer's enquiry.

Efficient use of enterprise resources

Make better use of multi-skilled agents anywhere in the enterprise. If inbound call volume is low, push scanned faxes and letters to front office agents, or use back office agents and home workers to deal with high call volumes. The whole enterprise can be your contact centre.

Focus on your core business

Let BT manage the technology, so you can focus on serving customers and optimising your contact strategy. We regularly update the software driving your service, so you're always using the latest capabilities, at no additional cost.

Low total cost of ownership

With low initial set-up costs and simple pay-per-use pricing, you can benefit from significantly lower cost of ownership compared to premises-based solutions, and move your contact centre from capital to operational expenditure.

A state-of-the-art solution delivered over our network

BT Hosted Contact Centre with Genesys is a state-of-the-art solution for customer self-service and assisted service. It can support from tens to thousands of agents – whether they're in contact centres, branches, your head office, or working from home. All you need is a PC with an IP connection, a headset for each agent, and the thin client agent and administrator desktops included in the solution.

Serve customers anywhere on the network

BT Hosted Contact Centre with Genesys is delivered over BT's global IP network. An MPLS connection is required for larger locations, but home agents can use a standard broadband connection to handle customer enquiries.

Extensive multi-channel support

The service supports inbound and outbound customer interactions through a huge range of channels, including voice, IM, email, Instant Messaging, text messaging, co-browsing, scanned letters and faxes. Any enquiry, through any supported media, can be routed to the agent best suited to deal with that enquiry.

Advanced user interface for agents

This service includes an advanced thin client Agent Desktop which runs in a standard web browser and includes an integrated IP soft phone (hardware IP and TDM phones are also supported).

Flexible control for administrators

Administrators can set up sophisticated customer contact processes in a simple, visual environment. Common tasks like changing IVR dialogues and agent routing strategies can be completed quickly, without needing programming skills. The service also includes a range of standard reports and online monitoring and statistics templates, to help you optimise your contact strategy on a daily basis.

Supports evolving telephony infrastructures

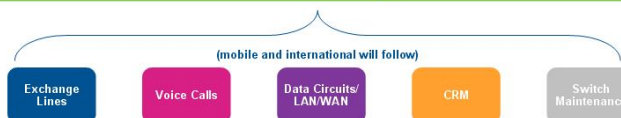
BT Hosted Contact Centre with Genesys can integrate seamlessly with existing IP telephony and hybrid IP/TDM telephony infrastructures. And, because the service is delivered over BT's global IP network, organisations that need inbound routing alone can take advantage of it without any telephony switch required.

BT Assured Service Extra

A high level overview



One service contract for all of your BT services



Why senior management must lead business intelligence strategy

"We can't solve problems
by using the same kind of
thinking we used when we
created them."

— Albert Einstein

EXECUTIVE SUMMARY

Does your company still rely on slow and expensive systems to generate business intelligence? Are you still waiting hours, even days, for analysis of trends that demand an immediate response?

The next generation of business intelligence systems can provide almost instantaneous analysis of your entire business, but – and it's a big but – without leadership from senior management, it's unlikely that you'll ever take advantage. This white paper explains why.

Every vendor has its own way of describing today's operating environment. It's an on demand world, an information society, a digital economy, a global village. Whatever you call it, the facts are hardly in dispute. There are more connections between companies, government agencies, people and systems than ever before. More interactions and transactions take place electronically than ever before. The volume of data an organisation has to process is increasing exponentially.

Information is the real currency of this environment, and agile intelligence is the real differentiator. In other words, your success absolutely depends on the insight you have into the key factors affecting your business, in as close to real-time as possible:

- Analysing performance based on an up-to-the-minute, consolidated view of operations
- Empowering users – from board level downwards – to sense and respond to trends, opportunities and threats that affect the bottom line
- Being able to ask any question, any time, and get an immediate answer

In most organisations, this agile decision-making capability is strangled by the traditional approach to business intelligence, which depends on systems designed for data management five years ago – or more – when data volumes were significantly lower.

Not only does this approach lead to the accepted 'wisdom' of having to wait hours or days for intelligence on something as critical as business performance, or market trends. Not only is it much more expensive to buy, build and maintain. Not only does it take longer to implement, but it also affects the agility of your organisation, and it simply cannot scale to meet the decision-making needs of a business operating in an increasingly complex, data-rich world.

Why this is the case is relatively easy to understand. Some companies have responded to previous bad experience of IT projects by 'playing it safe' with limited scope implementations that generate limited results. Others actively pursue vendor consolidation strategies that encourage the continuing use of outmoded technology. Many business intelligence projects suffer from 'too many cooks' syndrome, with no clear direction from business leaders, and far too many organisations have no clear strategy at all.

Most companies struggle to obtain up-to-the-minute intelligence on the operations of a single department, let alone a consolidated view of the performance of the entire business. That's why you have to change your business intelligence strategy, and why it is too strategically important for senior management not to take a lead.

IT Optimisation: the low fat approach to IT

By John Liberty, IBM Express Advantage Programme Manager, IBM UK Ltd

Is your technology infrastructure a little overweight? For most companies, the honest answer is 'yes'.

A typical business spends about 80% of its IT budget on managing and operating its IT infrastructure, rather than investing in it, simply because that infrastructure is so complicated. It's the consequence of making different IT investment decisions at different times and because technology is advancing faster than ever.

Whether you just need to hone your systems or could do with a crash diet, IT Optimisation is the key to a 'low fat' IT strategy.

Doing more with less

IT Optimisation is all about doing more with less, simplifying your IT infrastructure and exploiting the maximum value of those systems, with technology that lets you manage them as a more seamless, optimised whole.

The benefits are clear. By simplifying your IT infrastructure you can reduce the time and cost of managing it, improve your operating efficiency and reduce the amount of IT resource you have sitting idle. As a result, you can retain usable equipment for longer and get more value out of your investments.

Storage is a key focus for SMEs

Many companies have a mix of storage systems from different vendors, each associated with a particular business application. This isn't a particularly efficient approach.

This is where storage virtualisation can pay real dividends. Put simply, it's a way to manage a mixture of storage devices in a consistent way. With a single point of

control over data storage it's much simpler to manage. Administrators don't have to deal with different interfaces and tools, and you can make much better use of the storage systems you've already invested in.

Less late night admin

And it's not just about the cost benefits; time saving is another important driver. How many system administrators do you know who believe that working late nights and weekends just comes with the territory?

When you don't have an optimised storage strategy, common tasks like data moves and disk administration have to take place outside normal business hours. With an optimised storage environment, you can balance the load across storage systems to take up the slack as you perform administrative tasks – which can take place at 2pm, instead of 2am.

The point of storage virtualisation is to make use of capacity you already have, then you don't need to buy any more. It's the low fat approach.

More information

IBM solutions for storage virtualisation and IT Optimisation as a whole, are available as part of the IBM Express Advantage portfolio, a range of solutions designed expressly for SMEs.



John Liberty

For more information, and to find your local IBM accredited business partner, visit www.ibm.com/expressadvantage/uk/thinktank and see how we could help you create a leaner, more effective IT infrastructure.

IBM express advantage™



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