

BT Telepresence

Business view

The best of both worlds

The time spent travelling to meetings can have a serious impact on productivity, corporate budgets and an employee's personal life. Many business situations, however, depend on being there in person: a phone call simply won't do. Today's enterprise needs the best of both worlds: instant communication between remote locations, with the personal touch of a face-to-face conversation.

Complete video communication and collaboration services

Choosing BT for unified video communications has many benefits:

- **Ultra-high definition conferencing:** Using advanced conferencing and network technology, our solutions capture subtle facial expressions with life-like visuals and crystal-clear audio.
- **End-to-end solution management:** We can support your operations with LAN, WAN, security, and project management services.
- **Straightforward implementation:** BT's managed service approach requires minimal initial investment under a simple, end-to-end service agreement.
- **Comprehensive capabilities:** We can provide a complete range of solutions, from simple videoconferencing with webcams, to immersive video collaboration in dedicated conferencing suites.
- **Operational efficiency:** BT can help you design and implement an effective unified communications strategy, creating the right infrastructure to enhance operational efficiency across your organisation.

Be there – without being there

BT Unified Communications Video solutions help you interact with your customers, colleagues and business partners face-to-face, without the need for constant global travel:

- **Increase agility:** Distributed teams can work more effectively on sales, marketing, recruitment, company strategy and other crucial functions, creating a much more responsive organisation.
- **Increase the speed of decision-making:** Ultra-high-quality video conferencing can give you instant access to specialists anywhere in the world.
- **Improve productivity and job satisfaction:** Remote collaboration can reduce the impact of travel on your business and personal life.
- **Reduce travel costs:** You can minimise corporate travel while still providing a personal, face-to-face service. Reducing travel also helps to reduce fuel consumption and emissions.
- **Maintain business continuity:** The ability to meet face-to-face in real time improves responsiveness in times of crisis, or when travel is difficult or impossible.

BT Unified Communications Video in action

With BT, your in-person video meetings are as easy to schedule as a conference call:

- Using software such as Microsoft Outlook, you can schedule a video meeting and invite participants just as you would arrange a conference call.
- The meeting information is sent to an IP phone in your meeting suite.
- To start your session, you simply select the meeting from the phone's display.
- Cameras are pre-positioned for optimal coverage: there is no need to adjust them during the meeting.
- BT's advanced network services ensure quality, reliability and security for each conference.

The returns from immersive video

Research shows that immersive video solutions can generate returns in a number of ways:

Greater take-up and user satisfaction

Traditional videoconferencing systems are used about 15 hours per month; immersive video systems average 120 to 275+ hours, with greater reported end-user satisfaction.

(Source: Telepresence, Effective Visual Collaboration and the Future of Global Business at the Speed of Light, Human Productivity Lab, August 2006)

Travel savings

If employees earn \$80,000 and travel to three meetings per month, with four participants, a company can save approximately \$110,000 in year one if 10 employees conduct 40 per cent of meetings with immersive video.

(Source: The Business Case for Videoconferencing, Wainhouse Research, August 2005)

Contact your BT Account Manager to learn how BT Unified Communications Video can raise productivity and lower your communication costs.

Offices worldwide

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