



Are your communications for you or against you?

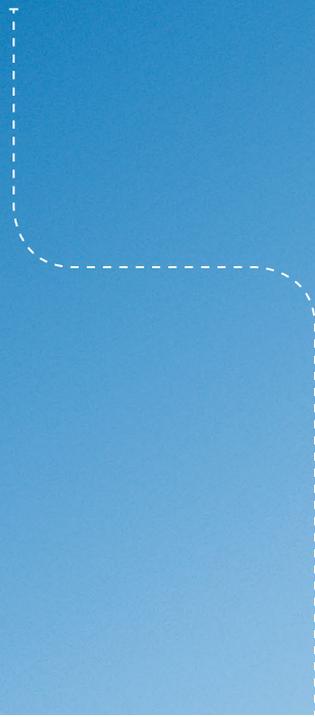
How joined up are your communications?

Having the communications in place to inspire and support collaboration is at the heart of every successful organisation. When the smallest margins are everything, collaborative working can make a big difference.

Using communications to help everyone work together can make business processes simpler, speed up and improve decision-making, and help you deliver things faster. This can save you money and improve the relationship you have with your customers.

Collaboration also supports the growth in flexible working. If you can use online communication tools to collaborate with colleagues, you don't need to be in the same place. Expensive property costs can be reduced, as can travel costs.

If your current communications aren't doing this, now's the time to put your people first.

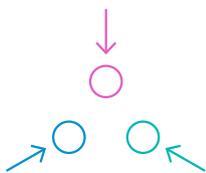


What do you need your communications to do?



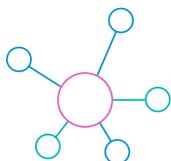
Save time and increase efficiency

Move from a PBX system to IP telephony for enhanced voice communication capabilities that can make your business more effective. Moving even further towards unified communications can help you knit everything together and work in new and more productive ways.



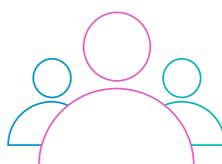
Convergence made real

Not just fixed and mobile. But converging the ways people work. It's an always-on, want-it-now world, driven by mobilisation. Everything's wireless and about working any time in any place. With low-cost handsets enjoying the same capabilities as desktops in the past – and security that's just as robust – it's possible to change the way you work.



Be more responsive

Use instant messaging to communicate. Presence means you can reach the experts when you need them, wherever either of you happen to be. Enterprise Mobility solutions can bring you closer. Engineers and service teams on-site can get information, like schematics, manuals and customer feedback, wherever it's needed. Customer-facing workers, such as platform staff in the rail sector or local government community teams, can be better informed.



Unify communications

Integrate real-time services such as instant messaging, video conferencing and data sharing into your IP telephony system, along with voicemail, email and SMS too. Add smartphones and tablets to make collaborative working business as usual.



Risk-free innovation

Why not make calls using Skype for Business from your smartphone? Or seamlessly integrate into a telepresence video call using Cisco Jabber? More communication choices open up new opportunities and can help your people be more productive. O₂ Gateway can simplify your infrastructure, integrating fixed, mobile and wifi into one platform to provide converged and secure access to multiple solutions. You can roll out new services in weeks, not months, across a few, or all, of your sites.



Reduce costs and increase agility

Reduce costs and admin time with SIP trunking. New sites come on board quickly and it can also be an important part of your business continuity plan. Your DDI numbers can also be quickly redirected to your backup sites should the need arise.

Make it simpler

- **Moving to a new office?** Think about introducing IP telephony and SIP trunking. Or go the whole hog and choose O₂ Gateway which can drive dramatic cost savings and accelerate transformation.
- **PBX coming to the end of its life?** Replace it with IP telephony. Cost savings can be surprising.
- **Worried about your contingency plans?** IP telephony, unified communications and SIP trunking can easily address this. O₂ Gateway's unique integration of fixed, mobile and wifi can provide cost-effective backup options for your WAN.
- **Need greater flexibility?** IP telephony and SIP trunking can help improve the way you work. Enterprise mobility can free up your people.
- **Need to improve collaboration across your organisation?** Unified communications can bring your people together and deliver immediate cost savings.
- **Want to promote flexible working?** Think about Enterprise Mobility and managed services and UC solutions like Mitel MiCloud or Skype for Business.
- **Looking to save time and cure admin headaches?** Working with one supplier, who can provide everything you need, with one end-to-end SLA, can help you work better.
- **Looking to reduce costs?** Video, IP telephony and SIP trunking bring improved functionality while reducing costs.
- **Looking to control your costs?** Flexible commercial models can provide uniform pricing between fixed and mobile calls.
- **Looking to improve the state of your balance sheet?** Look at options to take the technology as operating expenditure, rather than capital expenditure.

Our customers' successes

East Renfrewshire Council puts its people first with flexible working

East Renfrewshire Council had embarked upon an agile working programme that moved traditionally office-based people into the field and created a demand for secure smartphones and tablets. The council had only a few months to meet all the security requirements for Public Services Network compliance.

We identified and rolled out the best mobile device management solution to address the security requirements. ERC is also deploying O₂ Wifi in its council buildings, for the convenience of both its staff and citizens. By focusing on the way its staff wanted to work first, and then creating a strategy around their needs, O₂, together with the Council, were able to deliver an agile working solution that provided improved productivity and more satisfied staff.

"O₂ were superb. They've the expertise and experience we needed to choose and roll out the right solution."

Patrick Murray, East Renfrewshire Council



FirstPort's people unify their communications and restore their company culture

A large proportion of the FirstPort team are development managers based on site at retirement developments across the UK. But nearly all the communication between them and the FirstPort head office was paper-based. This was labour-intensive, expensive, and made it difficult to create the interaction and sense of community that FirstPort wanted to foster among its people.

We assisted by providing a comprehensive migration from paper to digital. Tablets, email and Office 365 replaced post and fax. We also supplied fixed-line telephony, the data centre, application layer, and devices and technology management – all based on the way FirstPort's people wanted to work.

Since making the transformation, FirstPort has reported cost savings and improved efficiency, and the ability to more easily capture management information. Importantly, the ability to communicate more easily, particularly to share video, has allowed FirstPort to build a true sense of community across its organisation.

"This is a real breakthrough for us. It has allowed us to use technology to underpin our customer service strategy, which is what we're trying to do at FirstPort: to give our customers an improved and more efficient service."

Darren Kerwick, CIO, FirstPort

Ready to get started?

It's clear that the right communications can drive collaboration. But where do you start to make them work for you?

We start by understanding your business. What you do. How you do it. How your people work. What your people want. And what customers expect from you. What makes you stand out?

Once we understand your business, we'll come up with a solution, show you the benefits and put everything in place to get you up and running. And we'll always be on-hand, making sure you get the service you signed up for.

We're well placed to help. We recognise IT starts with one thing: the people who use it, not the technology. Especially when it comes to mobility, where all kinds of 'experts' are putting mobile first.

With us, you benefit from our 30-year legacy of designing technology around what people actually need and want, rather than trying to make people act in a way that suits the device in their hand, or on their desk.

We're also not hampered by old, non-digital legacy systems that were first developed in the 1950s. Our legacy means you can launch services swiftly and scale to meet changing demands. And be confident they're what people – employees, customers, stakeholders – actually want.

Because it's not technology first. It's people first.

Want to know more?

To find out how unified communications could benefit your organisation, get a free Business Value Assessment now. Contact your Account Manager or call us on 01235 433 507.

o2.co.uk/enterprise