

Office 365: Brilliant ICT powers a digital Telefónica

Telefónica UK Limited

With a 90-year history, Telefónica is the largest European telecoms operator (fourth largest in the world) and over the past few years has grown more rapidly than ever.

With much of Telefónica's growth being driven by technology acquisitions, its ICT increasingly comprised disparate systems operating in multiple languages. Telefónica's challenge was to find a way to support all its people in every country across all businesses, ensuring a global transformation of its IT workplace. "Our internal IT workplace was becoming increasingly inefficient, complex and expensive," explains Andy Roberts, Telefónica's Director of End User Technology.

"People are incredibly important to our business," added Andy. "In order to harness the power of our global resources, we devised our 'Future Workplace' strategy in such a way that our people could have the latest tools to be productive, collaborative and innovative, while still ensuring we were cost efficient and sustainable."

In order to truly reflect the 'One Telefónica' vision within the reality of the huge global organisation that operates today, the internal technology landscape - and the way people work - would need to be transformed.

After exploring various options, Telefónica recognised that this would mean moving to the Cloud so opted for Microsoft Office 365 for the following reasons:

Benefits

- **Productivity and mobility**
With Cloud-based services Telefónica's people are no longer tied to one desk, one office, one city or even one country. From holding meetings to sharing documents, from video calls to collaborative editing, Office 365 means that people can work wherever they are. And with online access to a simple working environment and a full suite of Office products, they can work from any device.
- **Cost and agility**
Cost was also a compelling reason. For less than the price Telefónica pays to run its on-premise email service, it receives a full suite of services. Whether parts of the business are streamlined or they integrate new elements into Telefónica's portfolio, it pays only for what's needed and used.

"A move to Office 365 has taken away the complexity of patching hundreds of servers and the constant worry about the capacity of our on-premise platforms."

John Gaskell
Enterprise Architect,
Telefónica

- **Evergreen and enhancements**
Office 365 is a subscription-based model. The vendor performs all upgrades and patching, which means that everyone automatically receives the latest version of Microsoft and the technology will never go out of warranty and never become obsolete. Therefore Telefónica now offers each user a large mailbox of up to 50Gb at no extra cost. An unlimited archive means that its corporate requirements are automatically fulfilled. Furthermore these limits continue to increase – they've already doubled in the last 12 months.
- **Collaboration and communication**
A common set of tools means everyone can collaborate, communicate and share information easily and quickly. Instead of the multiple competing platforms used in the past, the business now uses the same simple, intuitive and fully integrated toolset, which comprises:
 - Email – 50Gb mailbox with legal hold (if required)
 - Lync – instant messaging, shared desktop, audio/video sharing
 - Yammer - social collaboration tool with instant translation
 - OneDrive - safe Cloud-based storage; access documents from multiple devices
 - SharePoint - for easy collaborative Cloud-editing.
- **Security**
With data stored in multiple sites globally, Office 365 offers resilience and disaster recovery assurances that Telefónica demands. It also ensures Telefónica's stringent data privacy and security commitments are met.

The future

Office 365 was initially trialled on 2,000 staff across Europe and Latin America. The results were so significant, particularly in terms of cost, productivity and business agility, that it's now been rolling out throughout the whole of Telefónica, anticipating that everyone will have migrated to Office 365 by 2016.

Telefónica tries out all the products and services on itself before offering them to any client so others can benefit from its personal experiences and it can speak with authority.

"There has been a definite increase in productivity and collaboration thanks to easy access to documents and information from laptops, tablets and smartphones. We can co-author the latest versions of documents efficiently and easily in the Cloud, instead of relying on email attachments."

Garry Ferguson
Solutions Manager,
O₂ Unify

Want to know how Office 365 can help your business?

You'll find everything you need to know at o2.co.uk/office365
or call 0800 954 1382