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O<sub>2</sub>





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# Why O<sub>2</sub> in the Public Sector

Putting digital at the heart of  
Public Sector organisations

 Over 24 million customers

Find out more



Case  
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O2 for Passenger  
Services

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O2 for Criminal Justice  
and the Emergency  
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O2 for  
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O2 for Local  
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## Why O<sub>2</sub> in the Public Sector

### Get closer to citizens and communities

Create new ways to meet their needs and expectations through innovative digital services

### Empower front line workers

Through smartphones, tablets and apps you can deliver better services, safely and more efficiently

### Support agile working

Let your people work how, where and when they want to, thereby unlocking their productivity

### Achieve your sustainability goals

Reduce travel costs and optimise the demand (and therefore need) for office space



Security is our #1 priority



A network you can rely on



Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future



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Building Britain's digital future

## Why O<sub>2</sub> in the Public Sector

# Security is our #1 priority

O2 is the first mobile operator to achieve CAS(T) certification for mobile voice and data services

CAS(T) is a security standard defined by Her Majesty's Government – meaning our network is measured against a strict criteria

O2 is the only network that can guarantee our customers will meet the requirements of CAS(T) – as verified by independent auditors

Being CAS(T) certified means, our people, processes and systems are the most secure for any UK network as independently audited and certified by Government.



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## Why O<sub>2</sub> in the Public Sector

# A network you can rely on

We're helping keep the UK moving, sharing and delivering with the very best network.

We won't stand for a less-than-brilliant network. So everything we do is about making yours faster, smarter and stronger. It's why we created TU Go, so you can call and text on your phone, tablet or laptop. And O2 Wifi, with thousands of hotspots all over the country.

It's already an award-winning network. And over the next 3 years we'll be investing £1.5 billion to keep it that way for you. That's £1.5 million every day, upgrading the 2G and 3G network and bringing 4G to even more places. In short, we won't let up until 98% of the UK population can get our calls, texts and 4G data, both indoors and out.

In fact, we've promised Ofcom that's exactly what we'll do. We haven't seen any other operator make a commitment like that.

In 2013 we also started working with Vodafone. They use some of our masts, we use some of theirs. We're not merging networks, just joining forces to give you better coverage across the UK. And it's nice to share.



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Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future

# Why O<sub>2</sub> in the Public Sector

## Pressing all the right buttons

### Proven

We have three decades under our belt when it comes to building and operating mobile networks

### Sustainable

We recycle more mobiles than any other mobile network operator in Europe

### Smart

Our world-class Self Optimising Network knows instinctively how and where it can improve

### Available

We're the only operator that has committed to delivering 98% of the population with indoor coverage by 2017



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Security is our #1 priority



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Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future

## Why O<sub>2</sub> in the Public Sector

# Delivering value for the public sector via Frameworks

With O2, you can access our digital services easily and cost effectively through a variety of frameworks

### Public Services Network (PSN) Framework

From tablets and apps to m2m connectivity and managed services, we hold positions on 7 out of 10 Lots on the PSN framework – so we can quickly get you up and running

### Telephony Bridging Framework

We're present in both Lots in Telephony Bridging, which makes it simpler for you to upgrade your legacy infrastructure – with our catalogue available through the Government eMarketplace

### G-Cloud Framework

Here we hold 4 lots which together support you in procuring digital products – ranging from analytics to cloud software – services delivered via the Digital Marketplace for fast deployment



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Security is our #1 priority



A network you can rely on



Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future

## Why O<sub>2</sub> in the Public Sector

# Our scale and digital expertise

### Coverage

As well as the strongest voice coverage in the UK, by the end of 2017 we'll also have the largest data network

### Creative tariffing

Our No.10 Tariff for the UK Public Sector helps you lower the costs of your digital services

### Customer service

Our approach ranges from a dedicated Account Manager to exclusive employee benefits



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Security is our #1 priority



A network you can rely on



Pressing all the right buttons



Delivering value through PSN frameworks



Our scale and digital expertise



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Building Britain's digital future

## Why O<sub>2</sub> in the Public Sector

# Constantly thinking ahead

Our latest innovations include:

### O2 Priority

Currently the UK's largest digital loyalty programme

### O2 Gateway

That brings our fixed, mobile and Wi-Fi networks onto one platform



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## Why O<sub>2</sub> in the Public Sector Network modernisation – building Britain's digital future

We're modernising our 2G, 3G networks while rolling out 4G for broader data coverage

Investing around £2million in our network every day to deliver an improved customer experience

O2 is also right at the centre of 5G innovation, developing capabilities for the next generation



Security is our #1 priority



A network you can rely on



Pressing all the right buttons



Delivering value through  
PSN frameworks



Our scale and digital expertise



Constantly thinking ahead



Building Britain's digital future



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# O<sub>2</sub> for Passenger Services

## Our purpose

To provide all the tools you need to keep passengers moving, and to make the journey as easy as possible from start to finish

Give your passengers  
a great experience

Find out more



Smarter fleet  
management

Find out more



Inspire your team's  
productivity

Find out more



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## O<sub>2</sub> for Passenger Services

# Give your passengers a great experience

### Customer engagement

With O2 Wi-Fi you can provide passengers with quick and easy access to a host of wireless services

### Passenger dynamics

Our mobile data insights can help you better understand passenger habits and behaviours

### Updated services

With bespoke apps, you can keep people up-to-date on their travel plans, thereby improving the user experience

Give your passengers  
a great experience

Find out more



Smarter fleet  
management

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Inspire your team's  
productivity

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# O<sub>2</sub> for Passenger Services

## Smarter fleet management

With Drive from O2 you can:

- Ensure your people drive more safely and efficiently
- Introduce Smart Tracking that inspires better vehicle performance
- Better plan, schedule, and monitor your available resources

Give your passengers  
a great experience

Find out more



Smarter fleet  
management

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Inspire your team's  
productivity

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# O<sub>2</sub> for Passenger Services

## Inspire your team's productivity

### Unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact within O2

### Dispersed workforce

We'll help you manage the communications of your teams wherever they are and whatever they're doing

### Mobile applications

With O2, you can provide your front line teams with the tools they need to be more productive – and more customer friendly

Give your passengers  
a great experience

Find out more



Smarter fleet  
management

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Inspire your team's  
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# O<sub>2</sub> for Passenger Services

## In summary

### Services built on common challenges

- O2 works 24/7 to engage a national audience of over 24 million
- We also manage a dispersed and remote workforce

### A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

### A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more secure and effective ways of working

Give your passengers  
a great experience

Find out more



Smarter fleet  
management

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Inspire your team's  
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## O<sub>2</sub> for Criminal Justice and the Emergency Services

### Our purpose

To help you apply new technologies that drive greater operational efficiencies, more secure effective ways of working, and improvements to public safety

Keeping communities  
safe

Find out more



Protecting the  
front line

Find out more



A focus on  
efficiencies

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# O<sub>2</sub> for Criminal Justice and the Emergency Services

## Keeping communities safe

### Increase front line visibility

Provide teams with the tools to stay connected and engaged with the community, like managed tablets and smartphones

### Improve public confidence

Access new capabilities, for example apps on mobile devices, that speed up information sharing and improve detection rates

Keeping communities  
safe

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Protecting the  
front line

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# O<sub>2</sub> for Criminal Justice and the Emergency Services

## Protecting the front line

With Bluelight Managed Video from O2, officers have wearable cameras for monitoring and recording activity while on duty:

- Effective for proving that incidents have occurred – and stopping situations from escalating
- Video recording also prevents miscarriages of justice – and increases the number of arrests that turn into convictions

Keeping communities  
safe

Find out more



Protecting the  
front line

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efficiencies

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# O<sub>2</sub> for Criminal Justice and the Emergency Services

## A focus on efficiencies

### Make faster, better decisions

O2 technologies give your teams access to critical information on-the-go

### Spend more time on the streets

Accessing systems and completing tasks while away from base reduces the admin burden – and frees up back office staff

### A smarter fleet

Services like 'Drive' from O2 helps reduce costs by enabling you to manage your vehicles more effectively

Keeping communities  
safe

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Protecting the  
front line

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# O<sub>2</sub> for Criminal Justice and the Emergency Services

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### A broad portfolio of services

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### A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

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## O<sub>2</sub> for Health

# Our purpose

To provide you with the technologies needed to be more efficient and effective, which in turn helps deliver better outcomes and improved patient care

Right care,  
right locations

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Meeting the  
efficiency agenda

Find out more



Easy to manage  
technologies

Find out more



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# O<sub>2</sub> for Health

## Right care, right locations

### Simplified support

O2 enables clinicians, nurses and carers to work remotely using fast, reliable data connections

### Flexible care

Our smartphones and tablets help front-line workers provide patient care at home or in the community

Right care,  
right locations

Find out more



Meeting the  
efficiency agenda

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# O<sub>2</sub> for Health

## Meeting the efficiency agenda

### Networked employees

4G devices provide secure access to all patient records, allowing updates to be completed in real time on site

### Remote diagnosis

Front-line workers can contact specialists when present with a patient, meaning the right treatment is immediately available

### Reduced administration

Better connected workers results in less sites to operate, alongside centralised information that reduces paperwork

Right care,  
right locations

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Meeting the  
efficiency agenda

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# O<sub>2</sub> for Health

## Easy to manage technologies

### Simplified IT

Moving your landline voice services onto your IP network helps to save both time and money in management costs

### Unified services

With one bill, and one support number to call, you'll spend less time on admin, and more on patient care

### Streamlined procurement

Our voice and data services are available via PSN Direct Award, and O2 is also part of the Crown Commercial Service's Telephony Services Framework

Right care,  
right locations

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# O<sub>2</sub> for Health In summary

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## A broad portfolio of services

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## A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

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## O<sub>2</sub> for Local Government

# Our purpose

To help put digital at the heart of your communities through innovative solutions that drive efficiencies, reduce costs and improve service engagement

Knowing what's  
needed

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Smarter  
operations

Find out more



Meeting today's  
challenges

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# O<sub>2</sub> for Local Government

## Knowing what's needed

### The Local Government Digital Forum

O2 works with senior members from local authorities across the UK to explore the role of digital technologies in modernising councils

Knowing what's  
needed

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Smarter  
operations

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# O<sub>2</sub> for Local Government

## Smarter operations

### Unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact within O2

### Intelligent operations

With Smart Steps from O2 you can analyse demographic data on your community, and make informed decisions as a result

### Fleet Management

O2 works with a number of councils to provide visibility into their vehicle usage, and through it more efficient operations

Knowing what's  
needed

Find out more



Smarter  
operations

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Meeting today's  
challenges

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# O<sub>2</sub> for Local Government

## Meeting today's challenges

### Increased responsiveness

O2 Gateway combines fixed, mobile and Wi-Fi onto a single platform, allowing you to quickly roll out new citizen services

### Social responsiveness

At O2 we handle roughly one third of customer queries via our social channels, and can show you how to do the same

### Provide greater choice

We can help you offer people more options to receive communications and services across a range of digital channels

Knowing what's  
needed

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# O<sub>2</sub> for Local Government

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### Services built on common challenges

- O2 works 24/7 to engage a large community of over 23 million people
- We also manage a dispersed and remote workforce

### A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

### A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

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# O<sub>2</sub> for Public Services

## Our purpose

To help reduce the cost of delivering digital services, and to inspire smarter ways of working that transform employee and citizen engagement

Digital  
by desire

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Practical  
value

[Find out more](#)

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# O<sub>2</sub> for Public Services

## Digital by desire

### Joined up Public Services

O2 is actively working to provide the technologies that help staff work smarter – as the basis for reducing operational costs

### Managed mobility and connectivity

We can help you deliver secure, agile, working practices throughout your organisation. With O2, citizens and employees can engage across a lean, reliable infrastructure that keeps them connected anytime, anywhere

### Communications and collaboration

Our digital tools allow your staff to work more effectively together – and serve citizens more efficiently

Digital  
by desire

Find out more



Practical  
value

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# O<sub>2</sub> for Public Services

## Practical value

### The No.10 tariff from O2

Get a tablet + 4G + 5GB of data for just £10 a month – directly as a Direct Award option under PSN Lot 6

### Unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact within O2

### Dispersed workforce

We'll help you manage the communications of your teams wherever they are and whatever they're doing

Digital  
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# O<sub>2</sub> for Public Services

## In summary

### Services built on common challenges

O2 works 24/7 to engage a large community of over 23 million people, we also manage a dispersed and remote workforce

### A broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and citizen engagement

### A focus on cost and productivity

In addition to our fixed, mobile and Wi-Fi services, O2 also offers capabilities that empower smarter, more effective operations

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## O<sub>2</sub> Public Sector Case Studies Within the UK





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## O<sub>2</sub> Public Sector Case Studies Within the UK



### East Renfrewshire Council

Embraces the future of agile working

Find out more





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# East Renfrewshire Council Embraces the future of agile working

## The Challenge

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 (PSN) compliance.

## The Solution

O2 identified and rolled out the best mobile device management (MDM) 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.

## The Results

- Productivity improvements and costs savings from moving towards a paperless office
- Positive feedback from field workers
- Public Services Network (PSN) deadline met with ease

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

Patrick Murray, East  
Renfrewshire Council.



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## O<sub>2</sub> Public Sector Case Studies Within the UK



### First TransPennine Express

Using 4G to empower staff to give the best service to customers

Find out more





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First  TransPennine Express



## First TransPennine Express

# Using 4G to empower staff to give better service

### The Challenge

Previous mobile working solutions using PDAs were limited by small screens and bandwidth. In giving staff access to the right tools, communications and systems, they are able to give customers the best service possible.

### The Solution



First TransPennine Express deployed a managed mobility solution using 4G technology, iPads and secure mobile device management. Station auditors, in charge of monitoring stations were provided with iPads, so they could capture and upload information in real time.

### The Results

- Information provided faster, with richer video and photographic information
- A near 50% reduction in failures in some stations
- Information is provided to mobile staff more quickly and more cost effectively
- The elimination of printed materials has reduced the impact on the environment



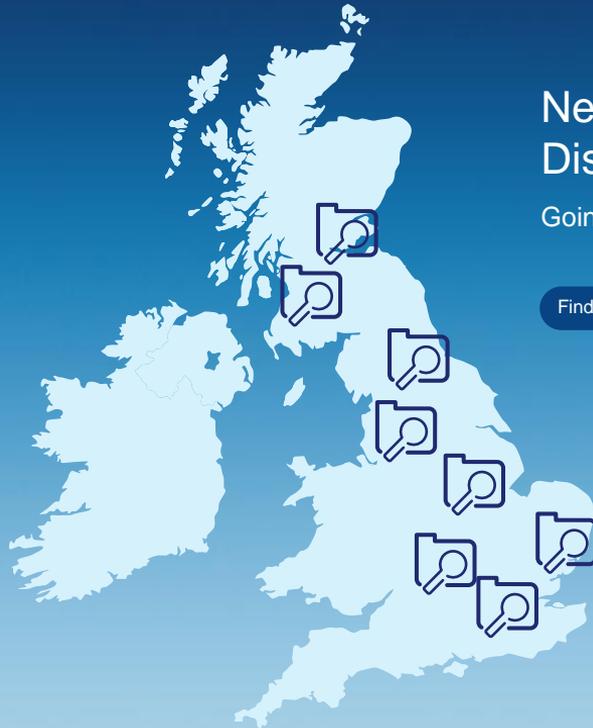
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## O<sub>2</sub> Public Sector Case Studies Within the UK



### Newark and Sherwood District Council

Going faster with Smart Steps from O2

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# Newark and Sherwood District Council

## Going faster with Smart Steps from O2

### The Challenge

Newark had a traffic congestion problem, which was affecting people's journeys and having an impact on local businesses. The Newark and Sherwood District Council needed a solution and the first step was to gather evidence to make a case to the County Council and the Highways Agency.

### The Solution



Smart Steps from O2 used anonymised aggregated data from millions of mobile phones, and within weeks delivered information about the movement patterns of vehicles and the profiles of drivers.

### The Results

- The Council had all the evidence they needed within weeks
- Detailed insights into where traffic was coming from, where it was going, when it was at its peak
- Profiling analysis revealed the demographic profile of road users
- Evidence for the case led to setting a timetable for improving the local transport network



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## O<sub>2</sub> Public Sector Case Studies Within the UK



### Suffolk County Council

O2 Wifi for council visitors and the community

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Suffolk  
County Council



## Suffolk County Council

# O2 Wifi for council visitors and the community

### The Challenge

Suffolk County Council needed to be able to offer public wifi to visitors, to enable joint working and help people to be more productive. It was important to give the public access to resources, through the computers supplied in libraries and by enabling people to connect with their own device.

### The Solution

O2 Wifi enables public wifi to be provided wherever there is an existing corporate wifi capability. The service was delivered across the council's network, by overlaying the public network across the existing wireless network, completely and securely.

### The Results

- Promotes collaboration between partners, suppliers and council staff
- Encourages use of devices in libraries and improves community engagement
- Supports use of personal devices in the workplace
- Maintains separation between personal and corporate information and technical environments

“It's helping us to deliver a seamless service across our key locations. You register once and then after that you can go to other Suffolk County Council buildings and it just starts working every time.”

Izzy Ixer, Suffolk County Council, Strategic ICT team.



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## O<sub>2</sub> Public Sector Case Studies Within the UK



### The City of Edinburgh Council

Innovating to improve  
service delivery

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# The City of Edinburgh Council

## Innovating to improve service delivery

### The Challenge

The City of Edinburgh Council needed to create an IT strategy that worked both for local people and its staff, while addressing the challenges of growing demands and constrained resources.

### The Solution



O2 is working with the council as a trusted partner, helping to take the IT vision forward. O2 is providing digital and mobile solutions that enable new ways of working and support engagement with local communities.

"I needed a partner who could bring expertise. Someone who has done it before and can help bring that learning so we can get where we need to be that much faster."

Claudette Jones,  
CIO, The City of Edinburgh  
Council.

### The Results

- O2 is looking after over 6,000 devices enabling flexible working for staff
- O2 is supporting citizen engagement by enabling more employees to get into the community



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## O<sub>2</sub> Public Sector Case Studies Within the UK



### FirstPort

Transforming service with tablets and digital services

Find out more





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## FirstPort

# Transforming service with digitalisation

### The Challenge

A large proportion of the FirstPort team are based on site at retirement developments across the UK. However, most of the communication between them and the head office was paper-based. This was labour-intensive, expensive and made it difficult to create a sense of community.

### The Solution

A comprehensive migration from paper to digital. Tablets, email and Office 365 replaced the post and fax. O2 works in partnership with FirstPort to supply fixed line telephony, the data centre, application layer, and devices and technology management.

### The Results

- 1400 tablets mobilised in 10 weeks, with a full support package
- Cost savings, improved efficiency and ability to capture management information
- Partnership with O2 covering technology, proces and systems
- Ability to distribute video communications, to help build company community

"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.



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## O<sub>2</sub> Public Sector Case Studies Within the UK



### Network Rail

Getting inspiration from the ground up

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## Network Rail

# Getting inspiration from the ground up

### The Challenge

Network Rail wanted to transform the way it collects, stores and uses information about its infrastructure.

### The Solution



Network Rail's ORBIS transformation programme gives people access to up-to-date, usable information via smartphones and tablets. Including maps, works schedules, technical drawings, and inspection forms. Track-side workers were engaged by encouraging personal usage, and through a competition to request apps that make work easier.

"We have already succeeded in bringing about a massive amount of change, and change that people like."

Patrick Bossert,  
Director, Asset Information,  
Network Rail.

### The Results

- Personal smartphones, for downloading apps and music
- 150 employee-requested apps in development
- Ability to capture information digitally and process it centrally, to predict and prevent problems



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## O<sub>2</sub> Public Sector Case Studies Within the UK



### East Coast Mainline

Powering the journey with Smart Steps

Find out more





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## East Coast Mainline

# Powering the journey with Smart Steps

### The Challenge

90% of journeys on East Coast trains are discretionary, unlike those of a commuter service around, for example, the South East. East Coast wanted to increase its knowledge about the travel choices consumers were making and couldn't get all the insights they wanted from traditional market research.

### The Solution

O2's Smart Steps provided a rich picture of the East Coast Mainline market. By using anonymous and aggregated mobile data Smart Steps provided insights on the movement of people: where they're going and why, where they've come from and how they're travelling.

### The Results

- Quantified market size
- New insight gained into where customers and potential customers begin and end their journey
- Better understanding of competition

"For us, Smart Steps was more expensive than traditional primary research but far exceeds what you would get back from a research agency. This will help us enormously in the future to understand where to focus our effort in a targeted, accurate way. "

Jim Muir, Retention & Insight Manager, East Coast Main Line Company Limited.