



# BT One

Enhance the collaboration  
experience for a more  
efficient organisation



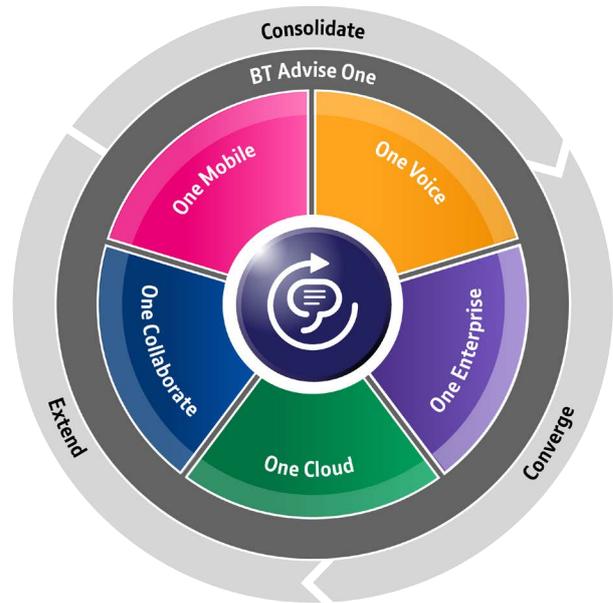
Our collaboration services give you the benefit of real time decision-making, compared with trying to explain your requirements in writing.

“It was vital we aligned our priorities for maximum synergy between regions and product groups. Traditional ways of communicating just did not have the dynamic characteristics necessary to achieve that.”

**Andres Bulto**  
Strategy and Planning Manager  
Syngenta Specialty Crops

## BT One – communications that unify

BT One is at the heart of a fully integrated environment; our solutions work together to deliver voice and unified communications capabilities, and enable global working. Our unique approach and proven methodology allows customers to consolidate legacy, converge technologies, and extend to unified communications — providing a clear roadmap.



## Delivering world-class collaboration solutions

Our position as a global conferencing leader gives our customers an edge in collaboration. We have more than 25 years of experience supplying innovative services for audio, web, video and streaming collaboration. And we build, deliver and manage some of the most complex conferencing solutions for customers worldwide.

Our expertise extends across all commercial markets, and we also have specialised teams in place to service Not-for-Profit, Education, Healthcare, State and Local and Government agencies. We're able to provide conferencing products and support, telecommunication and network solutions and enable reliable global communication when and where our customers need it.

- Berkshire Healthcare NHS Foundation Trust uses BT Web Conferencing. It only costs £10 per meeting and saves the participants travel time of up to 45 minutes.
- Using conferencing in BT has helped each one of our home-workers reduce their annual carbon emissions by 1.4 tonnes per year.
- Customers can gain average savings of 25 per cent by combining voice and global VPN traffic with BT One Voice.
- BT has over one million IP phones deployed globally and manages over 950 TelePresence rooms.
- And we have more than 25 years of experience in the industry, handling over two billion conferencing minutes globally each year.
- And we have over 47,000 conferencing customers and 1,000,000 end-users worldwide.



## Easy to use and a great experience

Slow decision making by managers and colleagues is the largest problem faced by 56 per cent of executives (The Collaboration Paradox, BT, 2012). Speed of decision-making can be significantly increased by having the right people available at the right time. Our unified communications and collaboration solutions make this possible.

People have high expectations of how they should be able to collaborate at work – driven by the impact of advanced technologies on the entertainment experience. We make things simple, and give users the best experience, backed by high end support. So using our conferencing and collaboration tools becomes business as usual, quickly.

Our global conferencing and collaboration solutions work together with each other and with your existing UC solutions. This allows you to combine audio, video, web and streaming to make sure your people have the right tools, and the right support in place to collaborate better.



## One Collaborate benefits

### Increased agility

Making it easy to use means that distributed teams can work more effectively on sales, marketing, recruitment, company strategy and other crucial functions, creating a much more collaborative organisation.

### Increased speed of decision making

Ultra-high quality video conferencing, the best audio conferencing and integrated web conferencing gives you instant access to specialists anywhere in the world to help you make decisions quickly.

### Improved productivity and job satisfaction

Getting people together on a conference, wherever they are and whatever device they are using, means they need to travel less and can spend more time on the important things.

### Reduced costs

Your costs are reduced through savings on travel, access costs, management and support, and taking away the need to invest in a lot of infrastructure to make it all work together.



In partnership with Dolby®, we deliver BT MeetMe with Dolby Voice — an exclusive, best-in-class audio conferencing service. Spatial sound, noise reduction and HD quality making conferencing just like a face-to-face meeting. Users prefer it to standard audio conferencing and as it is a VOIP service it can save you 30 per cent on costs.

Our conferencing solutions work together with each other and with your existing unified communications. The global BT MeetMe call-back service from Cisco WebEx, for example, ensures users incur no charges. Integration with Microsoft Lync makes sure you still benefit from the cost savings of audio conferencing through Lync, as well as including non-Lync users in your audio conference.

Our management services, tools and solutions make it easy to organise and run a high quality video conference.

We provide comprehensive training, awareness and adoption services as part of our service offering. This ensures the process is smooth and you can fully take advantage of the new capabilities.

But we don't stop there. We continue to help you manage your solutions in-life. That means active, ongoing maintenance, reporting, analysis and consultation to ensure success and long-term satisfaction.



**“We experience excellent HD video quality at just 512kbps. However, to prevent any risk of network congestion, when there are many simultaneous video conferences taking place on high usage links, the system automatically adjusts the compression rate of the codecs. That way everyone can continue their video conferences uninterrupted at just a slightly reduced picture quality.”**

**Andrea Landini**  
IT Service Delivery & Architecture Manager  
Indesit

**We give you technology that is effective and easy to use, and the support you need.**



Our conferencing services are predominantly cloud-based which means that we can deliver them globally. Few providers can match our global footprint and our underlying network available in over 170 countries.

For BT MeetMe audio conferencing global access numbers are available in over 50 countries around the world. These numbers give your participants the convenience of dialing into the conference call using an international toll free, domestic toll free or local dial-in number, avoiding international long distance charges.

For specific questions on country availability please contact your BT account manager.

## Why BT

- 1,200 employees worldwide focused on collaboration.
- We offer ultimate flexibility with the widest range of choice of deployment models in the market place today.
- We offer public cloud, private cloud and onsite, enabling you to make use of your existing investments.
- We are a leading provider of Cisco and Polycom HD video solutions and Polycom's Global Service Provider of the Year (EMEA 2013, US 2010).
- We offer access to the broadest TelePresence community including directly connected customers and access to customers of other leading exchange providers.
- We're a founding and board member of the Open Visual Communications Consortium.
- Using conferencing in BT has helped each one of our home workers reduce their annual carbon emissions by 1.4 tonnes per year.
- We have over 47,000 conferencing customers and 1,000,000 end-users worldwide.
- Four of the top ten collaboration services users worldwide are BT customers.

## For more information

Please contact your BT account manager or log onto <http://www.btglobalservices.com>

to find out how BT One can help you build a more productive, resilient and competitive organisation.





Bringing it all together

## Offices worldwide

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