



# BT Unified Communications Video

Be there without being there





It's all about the experience!

# BT Unified Communications Video

**Real-time, face-to-face collaboration with remote customers, colleagues and partners**

## Our customers' challenges

- **Globalisation:**
  - Increasing need to work with distributed customers, partners and colleagues
  - Communication depends on facial expressions as well as your voice, especially in important discussions
- **Existing online meeting tools are no substitute for being there in person:**
  - Video conferences were difficult to use, had patchy performance, and required hands-on IT support
- **As a result, people still travel to attend important meetings:**
  - Business travel is costly, it impacts productivity and affects your personal life, too

## How BT can help

- **BT Unified Communications Video:**
  - Immersive video conferencing enables you to talk with remote locations as if you were actually there
  - Ultra-high quality audio and video recreate the nuances of face-to-face communication
  - We provide end-to-end solutions that combine BT's global network capabilities and reach, BT conferencing expertise, and advanced technology from Cisco and Polycom
  - We are vendor-agnostic, with a range of capabilities: from immersive video to webcam conferencing
- **BT services for Operational Efficiency:**
  - Immersive video conferencing depends on the performance and intelligence of BT MPLS IP networks
  - We can design, implement and manage the right infrastructure for unified communication applications

**Slide 3**

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**Jim H3**

**Order of animation.**

Jim Holdsworth, 21/12/2006

# BT Unified Communications Video

dw1



- Part of BT's Unified Communications offering
- Ultra-high quality immersive video conferencing for 2 to 56 people
- Solutions range from office-based screens to dedicated conferencing suites
- Transform the way you work with distributed customers, colleagues and suppliers

## Be there without being there:

- Executive meetings
- Job interviews
- Customer support
- Access to remote experts
- Sales presentations
- Product design
- Team meetings
- Consulting advice

## Slide 4

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**dw1**

Added "of"

daniel.wade, 05/07/2007

# BT Unified Communications Video

## More agile business

- Improve productivity: distributed teams can work more effectively
- Improve responsiveness and decision making with instant access to colleagues
- Maintain business continuity when travel isn't possible
- Improve customer service – meet face-to-face with remote advisors

## A seamless user experience

- You can schedule video meetings as easily as conference calls – without IT involvement
- Strategically-placed cameras, microphones and screens make meetings as natural as possible
- BT's intelligent network maintains the quality of your meeting experience
- We are the only European provider to achieve a Cisco Certified TelePresence Connection certification

## High quality managed solutions

- BT's network platform provides predictable and reliable service, minimising IT support overheads
- We offer a wide range of supporting services such as room design and telepresence directories
- Advanced conferencing technologies from partnerships with Cisco and Polycom ensure a quality meeting experience.

## Improve operational efficiency

- BT can manage all LAN, WAN, IT and communication components, with one SLA
- With BT you can make best use of existing infrastructure as you move towards convergence
- With a unified communications-ready infrastructure, you have a platform for improving productivity and efficiency across your business

**Unified Communications Video can generate real improvements in operational efficiency**

## Slide 5

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**dw5** added from press release  
daniel.wade, 05/07/2007

**dw6** added  
daniel.wade, 06/07/2007

# Customer and market response

## Comments from enterprise executives who experienced the solution in Cisco focus groups

- “I knew it was good when I tried to shake the hand of the person across the room, who was in another room.”
- “I need to see expressions. Cisco TelePresence would make my meetings more productive – a must if we cut back on travel.”
- “With Cisco TelePresence you’re able to focus on the conversation, not the technology.”
- “I like the idea of a one-button launch.”
- “A Cisco certified TelePresence network connection would give me greater confidence as to the reliability and quality of the service.”
- “The resolution and sound are years ahead of what has been available.”

“

“The obvious gains of reductions in travel time and travel costs [from telepresence] may, in fact, be far outweighed by potential gains in increased productivity, efficiency, time to market and other factors.

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– *Comparing Videoconferencing Telepresence Systems* –  
Gartner, September 2006

# Customer and market response

## Benefits identified by end users

- 75% improved relationships and increased decision-making
- 65% improved productivity in functional groups
- 67% extended competitive advantage
- 57% faster issue resolution
- 77% reduced IT support

*Expected Benefits of TelePresence –  
Sage Research, 2006*

## ROI calculation

If a company's employees make three domestic business trips monthly, each meeting has an average of four participants, and employees are paid \$80,000 annually, the company can save approximately \$110,000 the first year, if 10 employees conduct 40 percent of their meetings with telepresence

*The Business Case for Videoconferencing -  
Wainhouse Research, 2005*



Bringing it all together