



Bringing it all together

BT Unified Communications and Collaboration (UCC)

Executive summary



Enhancing customer service and productivity with unified communications

Unified communications and collaboration connects your customers, employees, partners and suppliers more efficiently and seamlessly no matter where they are at any time. This enables your employees to deliver a great service to your customers. Unified communications enables you to get more from your partners and suppliers, giving your organisation the agility to achieve competitive advantage in a global world.

Work smarter and boost customer satisfaction

BT's Unified Communications and Collaboration (BT UCC) solution enables you to collaborate more efficiently with employees, suppliers, customers and business partners. By enabling your organisation's communications infrastructure, mobile devices, desktop and applications to work together, users can communicate with anyone at any time. For example, individuals or workgroups can collaborate via e-mail, instant messaging, voice and web conferencing, file and applications sharing, records management and online discussion groups. As a result, businesses can increase employee productivity and improve customer satisfaction.

Benefits of BT UCC solution

- **Improves communications:** links communication technologies, such as voice, with collaboration services, e-mail, calendaring, instant messaging, and presence, to create fast and effortless communications.
- **Seamless user experience:** converged voice, data and video infrastructure services integrate with business applications to reduce communication bottlenecks.
- **Boost productivity:** unified messaging saves employees time through more efficient message management, with mobile workers saving almost an hour each day.
- **Enables flexible working:** BT uses UCC to enable its 110,000 global employees to communicate, empowering 10,000 home workers and 60,000 flexi-workers.
- **Reduces costs:** voice and web conferencing minimise travel costs with BT saving more than £135 million in avoided travel and subsistence costs*. Conferencing services also eliminated nearly 860,000 face-to-face meetings compared with 338,000 in 2006. In addition, soft phones reduce call charges, while mobile working has enabled BT to save US\$418 million in property savings over the last ten years.
- **Reducing carbon footprint:** using conferencing services in the past year has reduced BT's carbon footprint by more than 97,000 tonnes of CO₂, a difference of more than 80% on the previous year.

*Source: University of Bradford and Sustained IT report 2006, based on 6000 BT Staff surveyed.

Offices worldwide

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