

Voice.  
It's time  
to connect.  
It's time  
to transform.

O<sub>2</sub>  
business

# Unite your networks. Release your people. Realise your value.

Smarter Working Britain highlights that the UK economy is missing out on growth to the tune of £30 billion due to a connectivity deficit in our biggest businesses and public sector organisations<sup>1</sup>. 80% of organisations interviewed admitted that their people still don't have full access to key business systems like apps and instant messaging tools, which would allow them to work effectively away from the office<sup>2</sup>.

## **It's time to act**

Your telephones shouldn't tether you. Communications shouldn't inhibit the way you work. Voice transformation makes your landline phone services more versatile. So your people can use the office phone system at home, or wherever else they can get online. Directories, voicemail, call hold and transfer – everything's where it needs to be.

Your team and your customers can reach the people they need to more easily. Decisions get made faster. People work more effectively. Customers get better experiences.

All achieved simply by untying your phones and working smarter – giving people better access to information and tools that allow them to work as productively as they do in the office, no matter where they are.

# What we heard

We spoke to 1000 middle managers from organisations with 250 or more employees across the private and public sectors.


85% of managers in large companies believe that there are tangible economic benefits to be gained from better connectivity.

## Here's what we need to do:


- Make better use of precious time
- Eradicate needless journeys
- Improve meeting efficiencies

## Here's the challenge

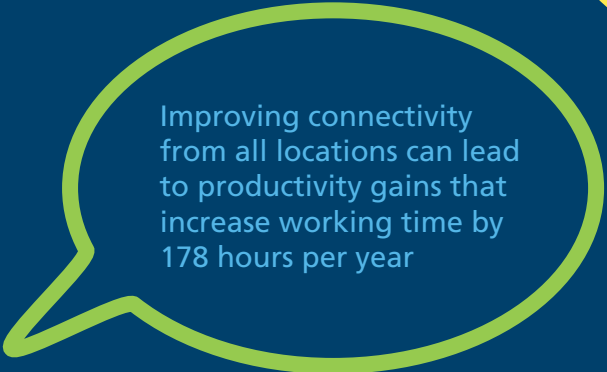
Growth and efficiency top most boardroom agendas. But the average output per hour worked is now nearly 5% lower than pre-recession levels.




Better connectivity can improve customer service KPIs, leading to potential sales growth of 43% as trust, loyalty and market share increase



Tasks that can be completed from mobile locations could add £5.9 billion to the UK economy



Improving connectivity from all locations can lead to productivity gains that increase working time by 178 hours per year



Increasing effectiveness in external meetings, through making business systems and information accessible at the point of need is worth £9.3 billion

# Get connected. Spend less. Keep an eye.

**Voice transformation matters because it leads to real business benefits.**

## **Your people can stay connected.**

You don't have to rely only on mobile phones when you're out of the office. IP Telephony means your office voice services can follow you wherever you can get online. Offices come online and stay online to suit you. And mobile apps mean you can get as much done from home or anywhere else as you can at your desk.

## **You can save money.**

Moving your phones onto your IP networks strips out a whole layer of management and fixed costs. It also opens the way to a big reduction in call costs. And it can lead to a number of small cost reductions that add up to a significant sum at the end of the year.

## **Management gets easier.**

When your voice services are running on your IP networks, they're as easy to manage as your IT. Moves, adds and changes, security, usage tracking – it all becomes far more straightforward.

## **Simple steps forward.**

Voice transformation is a step-by-step process and will be unique to your organisation. At O<sub>2</sub>, we've completed our own voice transformation project, so we have plenty to tell you about what works and what you should avoid.

Voice transformation involves a wide mix of technologies and services, including:

- Business Zone – a fixed monthly fee deal for UK internal calls, landline and mobile
- IP Telephony – moving your traditional voice services onto your IP networks
- Managed PBX – taking over the management of your switchboard systems for you, with new services that make your voice services more versatile
- Hosted Voice – a complete cloud-based PBX service which provides a cost-effective alternative to an on-site PBX
- SIP Trunking – a lower-cost IP voice alternative to conventional ISDN30 lines, opening the way to IP Telephony
- Boostbox – creates a secure 3G hotspot in your office or home
- Unified Comms – includes our new Hosted Lync® UC proposition which pairs Microsoft's market leading UC with our award-winning network. Together they provide a cloud-based, enterprise IP voice and UC solution capable of replacing your existing PBX

We know multi-location collaboration relies on resilient networks, ubiquitous connectivity and strong security. Our solutions provide all the foundations, alongside the control your IT teams demand.

# Why us?

We believe that smart, connected technology can empower the workforce. We believe that we can improve efficiencies and help our customers concentrate on investing in what matters.

We know our customers are looking for new ways to be more efficient, more productive, and more responsive to their customers. It's what we're trying to do in our own business and we'd be happy to share what we've learned as a top retailer and one of the UK's most popular brands.

You'll get all the essentials too. We know fixed and mobile. Voice and data. From end to end. Managed services. Security you can rely on. Consultancy to support you. And you'll get a dedicated account team and a clear and simple contract. One bill, one number to call. All from one supplier. With an award-winning network and outstanding customer service.

No matter where you are in your own transformation process, we can help. You can work with us as a single, skilled partner who'll look after all your fixed and mobile voice services.



## Find out more

Get in touch to meet with one of our consultants who specialise in Unified Communications. We'd also be happy to share our experience in more detail. Just talk to your Account Manager.

## Contact us

01235 433 507  
[o2.co.uk/enterprise](http://o2.co.uk/enterprise)

1. The findings are based on a survey of 1000 middle-managers from organisations with 250+ employees across the private and public sectors. The survey was conducted by Opinium between 22nd November 2013 and 6th December 2013 on behalf of Cebr and O2.

2. A total of 80% of middle-managers reported that their teams did not have full access to 'information entry and update' applications when working from customer, partner or other remote locations (e.g. construction sites, retail spaces such as coffee shops, airport lounges, train stations etc.).

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