O$_2$ in the Public Sector

O$_2$

An introduction

" It's an unprecedented time for the public sector, full of great challenges and change. Resources and services are being strained like never before. But amidst these challenges comes great opportunity for innovation and the use of digital technology to transform services and reduce costs, and improve the experience for citizens and communities. "

" We have invested heavily in a dedicated public sector organisation which ensures we can dedicate our resources to even better serve the public sector. With a fresh perspective and focus on the unique demands of public organisations, we believe we can bring new possibilities to the fore.

We are already a Government Procurement Service supplier and trusted by thousands of public sector clients.

Our digital capabilities allow for a transformative redesign of services, empowering employees and citizens to do more on the move or for themselves.

We are actively working to help deliver Joined Up Public Services. By providing the right technology to the right people, employees can be empowered to work smarter, increasing their efficiency, whilst at the same time reducing costs.

Being better engaged with your citizens allows you to transform the way public services are delivered for those who just require a quick transaction with their local authority to those who depend on public sector services every day. "

Billy D'Arcy
Managing Director
Public Sector Business
Telefónica UK

Our pledges to the Public Sector

Bold
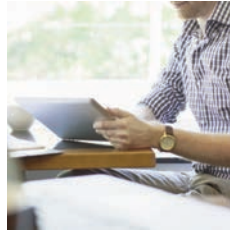We will work to improve the levels of youth employment across the country.

We've made a bold commitment to instil the digital skills base for our future economy. Through ThinkBig, by 2015, we'll help 1 million young people develop skills for life and lead community projects across the UK.

Open
We will work to boost UK digital entrepreneurship and tech innovation.

We are opening the door between the latest digital start-ups of our Wayra Academy and public sector organisations. Fostering innovation and new enterprise across the country.

Trusted
We will be a trusted provider of brilliant digital services.

We will provide the expertise, technology and advice needed to offer brilliant services. To go from 'Digital by Default' to 'Digital by Desire'.

Clear
We will provide increased choice and value to the supplier landscape.

We will offer true value and a fresh alternative to the public sector

o2.co.uk/publicsector

Moving from 'Digital by Default' to Digital By Desire

Digital is greater engagement with citizens and communities. It is different ways of communicating, using channels that are more convenient, and more effective for your citizens. Digital engagement gives a simple and agile face to your organisation.

Our digital services allow social workers to spend more time with their service users in-person, as they can log case files remotely. They provide apps that help young people to find employment and training opportunities easily, in a channel that is convenient to them.

Digital is smarter ways of working for employees. Allowing them to work from where they are most productive, and collaborate anywhere and at anytime. Utilising new technologies such as our 4G network, transferring data and information like never before, to create new systems and processes.

It allows for the focus on true organisational priorities and innovation around your core service provision. It is the simplification and improvement of technological infrastructure, an enabler for greater productivity.

Digital gives the convenient and enriching experience that will help meet citizen expectations in today's hyper-connected world, and drives the shift to lower cost service channels.

The front-end of the organisation should be underpinned by a digital back-office infrastructure, with the requisite flexibility and means to serve the demands of modern-day customer interaction.

Delivering a digital service works to the benefit of you and your citizens.

Operate more sustainably with greater organisational resilience – eradicate unnecessary travelling, or office estates. Save energy and **meet environmental commitments.**

Enable those that have the desire to interact digitally, and reap the rewards of a lower cost model. Re-invest all these savings to ensure the service of those that require greater resource.

O_2 is at the forefront of this digital evolution. Committed to engaging the public sector and helping lead the journey to more innovative and Joined Up Public Service delivery. For example our Local Government Futures Forum and Fund began by stimulating ideas and giving the platform and funding for them to become reality.

This year we are going one better. Our Local Government Digital Forum is combining leading minds from across the sector and the New Local Government Network think-tank to continue to drive thought leadership and thought provoking discussion.

Moreover, the Local Government Digital Fund is offering more funding, to facilitate truly transformative projects. We are demonstrating our active commitment to a truly 'Joined-Up Public Services'. This year we are encouraging multi-agency bids, incorporating Health and Emergency Service agencies, provided a Local Authority is involved. For more information visit o2.co.uk/publicsector

Delivering a solution for Digital by Desire

Outlined in the following pages are each of O₂'s capability sets.

Combinations of our products and services that provide a solution to help your organisational goals. Be they to enhance engagement with your service users, improve workforce productivity, or transform the way you communicate and operate for the better. All available today on public sector frameworks.

Managed Mobility
Enable secure, agile, working practices throughout your organisation with the right hardware, software and managed services.

Communication & Collaboration
Allow your employees to work more effectively together, and serve your citizens more efficiently using digital communication and collaboration tools.

Connectivity
Better engage with your citizens and employees across a lean, reliable and efficient infrastructure, that keeps you connected anywhere, anytime. Supporting your organisation, now and in the future.

M2M (Machine to Machine)
Have more information, for better decision making across your organisation. Create connections between vehicles, machines and devices, to deliver real-time performance data that changes how you work.

Cloud
Build agility and cost-flexibility into your ICT infrastructure and drive new ways of working and engaging. Use the Cloud to utilise software, infrastructure and platforms as a service. Only pay for what you need, when you need it.

Insights & Engagement
Gain deeper understanding as to how and why your citizens behave the way they do. Our digital technology provides dynamic insights for better management decision making and engaging with your audience.
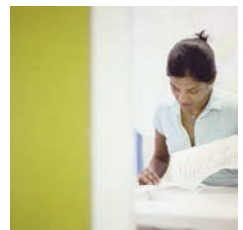
Managed Mobility

Embracing a mobility strategy across your organisation allows for the right information and tools to be with the right people, anywhere, anytime. Making workspaces and applications available to your employees, wherever they are, using the devices that are best for them. Put back-office information into the hands of front line employees, empowering them to give a better service to citizens and the community. Allow them to spend more time in the field and with those that matter.

Using digital technology, such as smartphones and tablets, with effective business applications, connected securely and running seamlessly over O$_2$'s 4G network – you have the right tools for simplifying and improving your processes.

We're helping Police forces complete evidence reports at an incident, without going back to the station, and providing a solution to deliver service updates directly to the hands of front-line public transport employees. Smarter working practices that improves the citizen experience.

We can help you build your strategy for mobility first or to deploy a confident bring-your-own policy. An organisation with mobility at the core has flexibility and resilience built in. Employees can work where and when suits them best, improving work/life balance and productivity. Utilising a managed service will ensure you are always getting the best from your technology, so your citizens get the best from your organisation.

Our Managed Mobility capability is underpinned by various technologies:

Smartphones and Tablets

3G/4G

Mobile Application Platform and Hosting

Managed Services

Mobile Device Management

Secure Connectivity/Virtual Private Network

Consultancy

Communication and Collaboration

Enabling seamless communication between your employees, allows them to work closer to communities and service users, not just where the office is located. Effective communication and collaboration ensures all can contribute, and employees can work together more closely, more effectively and more productively.

We can help deliver this to you, with the necessary cultural shift and business process change; we have undergone this transformation ourselves to great effect.

Digital products and services allow work to be completed collaboratively – using meetings to complete tasks together, rather than merely assigning them between you. Progress that can be shared between all, in real-time. With the right tools it becomes easy to effectively crowd-source ideas, and tap the knowledge and expertise from across the organisation.

Enabling the right input from the right people boosts productivity and efficiency throughout the workforce.

Without the headaches and need for resources of managing multiple suppliers and the efficiency of a truly unified communications network, organisations can focus on driving real value from their operations.

We offer collaboration software for instant messaging, video conferencing and all the tools needed to work smarter. Specifically designed to support increasingly dynamic and mobile styles of working.

This is delivered across simple, and effective foundations. We manage, optimise and transform the internal and external communications of your organisation. From offering IP technologies to replace traditional fixed line telephony, to cloud based technologies for intelligent call routing. Building a flexible, and scalable infrastructure.

Our communication and collaboration capability is underpinned by various technologies:

Hosted Voice

Collaboration tools such as Lync including messaging, desktop sharing, video and presence

Hosted & Dedicated Contact Centres

Fixed and mobile converged voice

Connectivity

We understand that citizens and employees live in a 'hyper-connected' world that is always on. With connectivity provided by O_2, organisations can connect every person and every device, regardless of where they are so as to work on the move. They'll be connected to the internet, to each other, to citizens and communities. To all the things that are critical to making your organisation a success.

Effective connectivity is the bedrock for remote and agile working, building in organisational resilience and the means to downsize your estate. Allowing you to reduce your travel costs and carbon emissions; building both cost-efficiency and environmental sustainability into your operations.

Working with a single supplier that can offer the right mix of fixed, mobile, 4G, WiFi and WAN ensures you have an architecture that is easier to manage, future-proofed and more cost-effective.

Be it point to point connectivity to securely link multiple sites or different public service authorities to confidently share critical data and information. Or high speed internet access to maintain up-time and smooth running processes, we can offer the foundation connectivity that is essential to any modern day organisation. We provide 12,000 public WiFi connectivity hotspots nationwide and various in-office WiFi solutions to liberate desk-based workers and improve collaboration.

Our connectivity capability is underpinned by various technologies:

3G / 4G

WiFi

Fixed and Virtual Datalinks
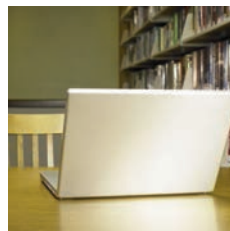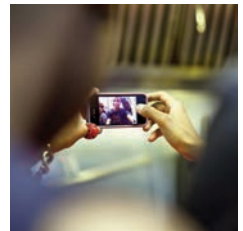
Fixed and mobile converged voice

LAN and WAN

M2M (Machine to Machine)

Receive the information to reduce waste and costs, and to boost the efficiency and productivity of your organisation's vehicles, machines, and processes. By using M2M (Machine to Machine) technology you can have the data in hand to work smarter and engage better. It allows for more accurate decision making, management and planning of resources. M2M connectivity allows for the remote monitoring and management of devices using a sim card to deliver data back in real-time. Data that provides machine performance indicators, location, or unusual usage patterns.

M2M can benefit you and your citizens in many different ways:

- Connect your vehicle fleets e.g. gritters. Track real-time how much grit they are using and where they are – publicise this information to engage with your citizens and reduce inbound queries. Use the location data to optimise their routes and receive real-time reports on driver behaviour, to assess and improve for better fuel efficiency.

- Track your emergency services vehicles to know their location and understand which vehicle is closest to an incident. Monitor the state of repair of your fleet and pre-emptively book for services when most convenient.

With our award winning network we can offer guaranteed resilience. And rest assured we have the expertise to design a solution or managed service that perfectly meets your needs. We are supplying our M2M capabilities to the UK Government to deliver the nationwide Smart Metering and Offender Tagging programmes.

Our M2M capability is underpinned by various technologies:

M2M connectivity

Managed connectivity services

O$_2$ Drive

Solution design

Cloud

Moving IT infrastructure to the Cloud can reduce IT costs and increase organisational flexibility. It improves the ability to react to the changing service needs of today's communities and citizens. Utilising Cloud technology allows you to quickly prototype or deploy apps internally or externally.

Capitalise on time-sensitive opportunities, boost engagement during local events or better equip your front-line workers during periods of service change.

Ensuring the experience of mobile applications and cloud based software is smooth and reliable for citizens and employees is key to usage, adoption and sustainable channel-shift.

We can offer a platform to create your own private app store, populated with personally developed apps that work across various mobile platforms, or offer a suite of tailored, commercially available apps from leading vendors.

O$_2$'s 'Instant Servers' Cloud capabilities are specifically built to cope with spikes in demand and usage. Peak processing is seamlessly absorbed. Moreover a pay-as-you-use Op-Ex model ensures ultimate flexibility and scalability that meets the commercial needs of public sector organisations.

Sat within high availability and secure data centres, our servers offer you 100% data reliability and integrity.

Our Cloud capability is underpinned by various technologies:
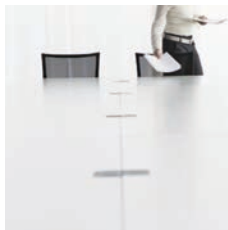
Instant Servers

Mobile Enterprise Application Platform

Software as a Service

Hosting

Insight and Engagement

Insight and Engagement from O₂ is about better understanding customers and service users, and providing ways to communicate with them that are relevant and more meaningful so as to prompt action. We help organisations to keep their 'finger on the pulse', providing the information they need to make key, evidence-based, decisions more quickly.

Use our SmartSteps footfall analytics which processes anonymous and aggregated data to visualise crowd concentration and movement patterns over time. Utilise this information to justify your decisions for service provision, when planning a new community centre or closing an office site.

With SmartSteps we're enabling local councils and authorities to better understand tourism patterns, helping to improve positioning with external investors.

Utilise WiFi analytics to understand more about those who visit your sites, to help improve the experience for them. When and from where do they connect, which content should be emphasised to make their search easier?

Drive local enterprise and high-street activity. Priority Moments can be used by local businesses or authorities to freely promote themselves to all O₂ customers. Offering digital and location-based engagement and offers, directly to a smartphone.

Communicate in a cost-effective and engaging way with large numbers of your local community or employees. Through interactive, personalised SMS or MMS, deliver messages straight into the pocket of your citizens. Reminders for the renewal of licenses, taxes, or important dates. Send media messages of missing persons. Advise front-line workers on sudden shift changes. It offers a proven, effective alternative to paper-based and email communications

Our Insight and Engagement capability is underpinned by various technologies:
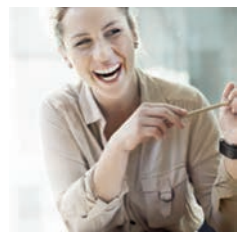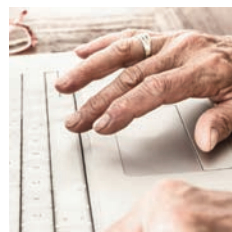
SmartSteps & Telefónica Dynamic Insights

WiFi analytics

Messaging Services

Charge to bill

Procuring Digital Services

Utilising Frameworks

O_2 are committed to conducting business through public sector frameworks. Providing a simple, transparent and cost-effective procurement process for all our public sector customers. We want to make the procurement of our digital products and services as easy as possible.

All the products and services detailed in this document can be purchased through UK frameworks.

*SmartSteps & Telefónica Dynamic Insights to be confirmed

We are present on many national and regional frameworks supplying digital products and services across the public sector. Notably we have a prominent presence on the PSN Services Framework and the G-Cloud Framework.

PSN Services Framework:

We hold positions on 7 out of 10 lots on the PSN Services framework, allowing us to easily supply all components of a digital service solution. In addition, we are a preferred supplier on the Yorkshire and Humberside regional PSN driving further value to the public sector.

See our Lot 6 catalogue for a range of Mobile and Data services, many of which can be procured immediately through Direct Award.

G-Cloud:

Via the G-Cloud framework our public sector customers can easily procure the products and services that underpin a digital first strategy: app development capability and private app-stores, hosting services, and cloud-based software.

Procure these products and more through the infrastructure, platform and software as a service solutions lots (IaaS, PaaS, SaaS). Our public sector brochure illustrates all of these products, and how they can form part of a digital solution that offers real benefit to your organisation.

Government Procurement Service *Supplier*

PSN
Public Services Network
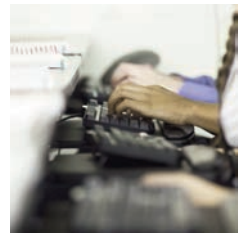
Procuring Digital Services
(continued)

PSN Services Framework and O$_2$ Recycle:
All purchases made through the PSN Framework with O$_2$ entitles organisations to the free use of O$_2$ Recycle.

This is a fantastic service that is great for the planet, public purse, and peace-of-mind.

Free of charge, we offer the collection of old devices, such as mobile phones, tablets or digital cameras. In exchange for the devices we will then offer funds – guaranteed to be the best price available – O$_2$ doesn't take a penny. The funds raised can then be donated to a charity of your choice, or placed in a transformation fund, for you to spend on any of the products and services O$_2$ has to offer – including all those in this brochure.

We then recycle the devices or dispose of them in a manner that is environmentally-friendly (nothing ever goes to landfill), and secure (our service is accredited to the highest standard for secure data wipes).

For larger organisations we can set up a week long roadshow to encourage old device donation and spread the word on the benefits associated.

We also have a simple and easy to use online portal for everyone to use, to manage their recycle activities, request pick-up or materials, and gain more information.

Contact Us

To begin working on a digital solution get in touch with your Account Manager today or call 0800 955 5590

Visit www.o2.co.uk/publicsector to understand more about what we do in the Public Sector

Or find us on the Government Procurement Service framework portals:

For the PSN Services Framework visit gpsesourcing.cabinetoffice.gov.uk

For the G-Cloud Framework visit gcloud.civilservice.gov.uk/
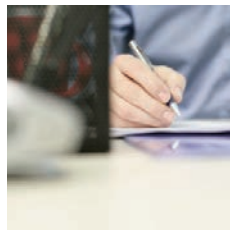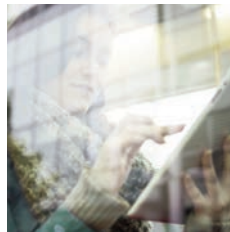
O₂ - Driving a Digital Economy and a Sustainable Future

Wayra is a network of start-up accelerators. With a mission to find the best digital talent in the world and accelerate their ideas. The UK academy is based in London. The academy is driving the digital innovation required to boost the economy of today and tomorrow. Wayra can act as a gateway for the public sector into the digital start-up community. We are actively introducing O₂ public sector customers to incite digital innovation relevant to the sector, and opening the door to different market opportunities. Collaborative relationships and two-way influence across the development of ideas is already providing mutual benefits.

Wayra UnLtd is a partnership with UnLtd, to accelerate the ideas specifically of social enterprise start-ups and is 50% backed by the UK government. WayraUnLtd start-ups receive office space in our London academy, seed investment and access to mentors, contacts and resources inside and outside of O₂ and the Telefónica family. O₂ is committed to helping drive the success of these start-ups, and the positive social impact that follows.

ThinkBig is our commitment to people, planet and customers. We offer funding to young people for community projects, stimulating activity and building life skills. ThinkBigSchool offers free lessons to teach digital skills key to the future economy. By 2015, we'll help 1 million young people in this way.

We have committed to offering carbon savings that are 10x greater than the impact of our network operations. We're working with manufacturers to provide handset chargers out of the box reducing duplication and waste. O₂ Recycle pays for the responsible disposal of old devices, offering funding to public sector organisations, charities, and schools.

Scan the QR code to visit us online
Or go to
o2.co.uk/publicsector
@o2businessuk

O₂