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O₂ business





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The O₂ difference Driving transformation for the Private Sector



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O₂ business

Why O₂ in the Private Sector



A network you can rely on



Pressing all the right buttons



Our scale and approach



Constantly thinking ahead



Building Britains digital future

Better connectivity

We look at technology from the perspective of mobility, and the capabilities it needs to enable businesses to be more successful.

Always-on services

It's our belief that information and services should be everywhere, and offer the same availability whether you're in an office, a store, at home or at leisure.

Greater value

We're the first operator in the UK to bring together fixed, mobile and Wi-Fi into one platform – so you can get multiple services from one point of access.

Working in partnership

Our approach to customer service is designed around one principle goal: to be your business partner, not just a supplier.



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O₂ business

Why O₂ in the Private Sector

A network you can rely on

We're helping keep the UK moving, sharing and delivering with the very best network.

We won't stand for a less-than-brilliant network. So everything we do is about making yours faster, smarter and stronger. It's why we created TU Go, so you can call and text on your phone, tablet or laptop. And O2 Wifi, with thousands of hotspots all over the country.

It's already an award-winning network. And over the next 3 years we'll be investing £1.5 billion to keep it that way for you. That's £1.5 million every day, upgrading the 2G and 3G network and bringing 4G to even more places. In short, we won't let up until 98% of the UK population can get our calls, texts and 4G data, both indoors and out.

In fact, we've promised Ofcom that's exactly what we'll do. We haven't seen any other operator make a commitment like that.

In 2013 we also started working with Vodafone. They use some of our masts, we use some of theirs. We're not merging networks, just joining forces to give you better coverage across the UK. And it's nice to share.



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Building Britains digital future

Proven

We have three decades under our belt when it comes to building and operating mobile networks.

Trusted

O2 is the first network operator to achieve CAS(T) certification for mobile and data services.

Sustainable

We recycle more mobiles than any other mobile network operator in Europe.

Smart

Our world-class Self Optimising Network knows instinctively how and where it can improve.



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Building Britains digital future

Coverage

Keeping 24 million customers and 450,000 businesses together - our latest independent tests show that O2 is #1 for voice in 18 of the top 20 UK cities, and #1 for data in 14 of the top 20 cities – and we continue to innovate and invest. So much so, by 2017, we'll have the largest data network in the UK.

Creative tariffing

With simple, transparent and all-encompassing plans that flex to meet your needs.

Customer service

Ranging from a dedicated Account Manager to exclusive employee benefits.



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Why O₂ in the Private Sector

Constantly thinking ahead

Our latest innovations include:

O2 Priority

Currently the UK's largest digital loyalty programme.

Mobile data insights

Helping you process and interpret the big data generated by customers when they are out and about to extract fresh, meaningful, actionable insights for your business.

O2 Gateway

Bringing our fixed, mobile and Wi-Fi networks onto one platform.



A network you can rely on



Pressing all the right buttons



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Building Britains digital future



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Why O₂ in the Private Sector

Building Britain's digital future

Our world-class intelligent network is just that – intelligent. It has the ability to remotely self-optimize – constantly making sure customers are getting the best experience they possibly can – in real time.

And we'll never stop improving. Over the past few years we've embarked on a £3bn network modernisation programme across the UK:

- Completely upgrading our 2G and 3G networks
- And rolling out a brand new 4G network

We've already got the widest 2G coverage across the UK and we've committed to Ofcom that by the end of 2017 we'll provide indoor 4G coverage to 98% of the UK population, giving us the largest data network in the UK.

We're the first network operator to have CAS(T) certification (making us the most secure commercial mobile network operator)



A network you can rely on



Pressing all the right buttons



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O₂ for Finance and Professional Services

Our purpose

To offer a broad portfolio of services that inspires your digitisation strategy, and helps increase efficiencies and customer engagement.

Smarter operations

Find out more



Better customer engagement

Find out more



Security

Find out more



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O₂ for Finance and Professional Services Smarter Operations

Enhanced connectivity

O2 Wi-Fi has a strong heritage in helping customers deliver outstanding digital experiences, in-branch and on-site.

Effective compliance

Our leading network-based Mobile Call Recording solution ensures you remain compliant with FCA regulations.

Business Growth

We can provide invaluable support when it comes to developing new applications to accelerate your business.

Smarter
operations

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Better customer
engagement

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O₂ for Finance and Professional Services

Better customer engagement

Automated messaging

Our mass messaging interfaces lets you provide services such as balance transfer and PIN services to customers.

Sales & service points

We're experienced in developing and delivering in-store / in-branch tablet programmes to drive customer engagement.

Social responsiveness

At O2 we handle roughly one third of customer queries via our social channels, and can show you how to do the same.

Customer insights

Smart Steps from O2 allows you to track customer demographics to ensure your future services map to evolving demand.

Smarter operations

Find out more



Better customer engagement

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Security

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O₂ for Finance and Professional Services Security

A continually evolving threat landscape combined with modern technologies like cloud and BYOD means you need proactive and dynamic defences. To offset the security risks from continual connections, we give you a new approach.

Security from O2 gives your organisation:

- Secure mobility
- Capsule - Secure Mobile from O2
- Infrastructure security
- Cyber security
- Governance, risk and compliance
- Combine your in-house resources

Smarter
operations

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Better customer
engagement

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O₂ for Finance and Professional Services

In summary

We face common challenges

- O2 works 24/7 to foster loyalty with over 24 million customers
- We also manage over 450,000 businesses

With a broad portfolio of services

Our technologies are designed to help drive your digital strategy, to increase efficiencies and customer engagement.

Keeping you ahead of the game

With capabilities that empower smarter operations.

Smarter
operations

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Better customer
engagement

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Security

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O₂ for Business Services

Our purpose

To equip your workforce with end-to-end solutions that drive greater automation, smarter working, and more meaningful customer interactions.

Magaging
mobility

Find out more



Better customer
interactions

Find out more



Equipping the
workforce

Find out more



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O2 for Business Services

Managing mobility

Dispersed workforce

We keep information flowing across dispersed teams -wherever they are and whatever they're doing.

m2m

We help you deliver better products and services, make service delivery and operations more efficient, and increase revenues.

Fleet Management

We help you control your fleet of business vehicles to enhance productivity, cut cost and improve driver behaviour.

Temporary sites

We help you reduce the time it takes to set up on-site offices making your projects run more smoothly.

Managing mobility

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Better customer interactions

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Equipping the workforce

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O2 for Business Services

Better customer interactions

Straightforward unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact.

Intelligent operations

With Mobile Digital Insights like Smartsteps and O2 Wifi you can analyse customer demographic data and make more informed decisions.

Customer service

We can help you transform your customers' experience through our portfolio and best-of-breed leading technology vendors.

Magaging
mobility

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Equipping the
workforce

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Contact Us

O2 for Business Services

Equipping the workforce

Innovative connectivity

We give you access to multiple services through a single connection, on and off premise with O2 Gateway.

Flexible working

We help unlock your people's full potential with technologies such as smart devices, telepresence and web conferencing.

Creative tariffing

We offer tariffs that evolve in line with your needs, and won't constrict your operations through inflexible plans.

Magaging
mobility

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Better customer
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Equipping the
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O₂ for Business Services

In summary

We face common challenges

- O2 works 24/7 to foster loyalty from an audience of over 450,000 UK business
- We also manage a UK-wide workforce, most of whom are remote workers

With a broad portfolio of services

Our technologies are designed to help drive your digital strategy, to help you work smarter and have meaningful customer Interaction.

Keeping you ahead of the game

With capabilities that empower smarter operations.

Magaging
mobility

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Better customer
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O₂ for Retail and Leisure Our purpose

To help you deliver an interactive, responsive and personal experience to every customer across a multi-channel environment.

Customer engagement

Find out more



Innovative new services

Find out more



Increased sales performance

Find out more



In summary

Find out more





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Contact Us

O₂ for Retail and Leisure

Customer engagement

Virtual rail and digital displays

Our 'On the Spot' capabilities are designed to transform in-store customers interactions in new and exciting ways.

In-store connectivity

O2 Wi-Fi has a proven track record in enabling leisure and retail organisations to deliver fantastic digital experiences in venue.

Customer engagement

Find out more



Innovative new services

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Increased sales performance

Find out more



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Contact Us

O₂ for Retail and Leisure

Innovative new services

Click and collect

Our interactive SMS service lets you notify customers when deliveries are due, orders ready, or to communicate delays.

Understanding digital customers

Use Mobile Digital Insights to track and understand customer demographics to inform your future strategic decisions.

Customer
engagement

Find out more



Innovative
new services

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Increased sales
performance

Find out more



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Contact Us

O₂ for Retail and Leisure

Increased sales performance

Browse and order hubs – in store

Learn from other leading retailers where we're already creating in-store tablet programmes to drive sales through a true multi-channel experience.

More targeted promotions

Gain insights into your audience's behaviour to help ensure that marketing and media budgets are being spent in the right areas with Smartsteps.

Customer
engagement

Find out more



Innovative
new services

Find out more



Increased sales
performance

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O₂ for Retail and Leisure

In summary

We face common challenges

- O2 works 24/7 to foster loyalty from an audience of over 24 million customers
- We also manage over 450,000 businesses
- And run 450 UK-based stores

With a broad portfolio of services

To deliver an interactive, responsive and personal experience to every customer across a multi-channel environment.

Keeping you ahead of the game

With capabilities that empower smarter operations.

Customer
engagement

Find out more



Innovative
new services

Find out more



Increased sales
performance

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O₂ for Technology and Industry

Our purpose

To support the evolution of your organisation with technologies that inspire smarter operations, and a more dynamic approach to customer engagement.

Managing
mobility

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Better customer
interaction

Find out more



Meeting today's
challenges

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O2 for Technology and Industry

Managing mobility

Dispersed workforce

We keep information flowing across dispersed teams - wherever they are and whatever they're doing.

m2m

We help you deliver better products and services, make service delivery and operations more efficient, and increase revenues.

Fleet Management

We help you control your fleet of business vehicles to enhance productivity, cut cost and improve driver behaviour.

Temporary sites

We help you reduce the time it takes to set up on-site offices making your projects run more smoothly.

Managing mobility

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Better customer interaction

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O₂ for Technology and Industry

Better customer interactions

Straightforward unified communications

We ensure your people are easier to reach and that everything is simpler to run – all from one point of contact.

Intelligent operations

With Mobile Digital Insights like Smartsteps and O2 Wifi you can analyse customer demographic data and make more informed decisions.

Customer service

We can help you transform your customers' experience through our portfolio and best-of-breed partnerships with leading technology vendors.

Managing
mobility

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Better customer
interaction

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Meeting today's
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O₂ for Technology and Industry

Meeting today's challenges

Greater cost flexibility

Rather than constricting your operations through inflexible plans, we offer tariffs that evolve in line with your needs.

Increased responsiveness

O2 Gateway combines fixed, mobile and Wi-Fi onto a single platform, allowing you to quickly roll out new customer services.

More efficient operations

From quick set up of on-site offices to make your projects run more smoothly to mitigating the security risks of continuous connectivity, we help your business run more smoothly.

Managing
mobility

Find out more



Better customer
interaction

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Meeting today's
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We face common challenges

- O2 works 24/7 to foster loyalty from an audience of over 450,000 UK business
- We also manage a UK-wide workforce, most of whom are remote workers

With a broad portfolio of services

Our technologies are designed to help inspire smarter operations, and a more dynamic approach to customer engagement.

Keeping you ahead of the game

With capabilities that empower smarter operations.

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O₂ Private Sector Case Studies Within the UK





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O₂ Private Sector Case Studies Within the UK



First TransPennine Express

Using 4G to empower staff to give the best service to customers

Find out more





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First  TransPennine Express

O₂ business

First TransPennine Express

Using 4G to empower staff to give better service

The Challenge

Previous mobile working solutions using PDAs were limited by small screens and bandwidth. In giving staff access to the right tools, communications and systems, they are able to give customers the best service possible.

The Solution



First TransPennine Express deployed a managed mobility solution using 4G technology, iPads and secure mobile device management. Station auditors, in charge of monitoring stations were provided with iPads, so they could capture and upload information in real time.

The Results

- Information provided faster, with richer video and photographic information
- A near 50% reduction in failures in some stations
- Information is provided to mobile staff more quickly and more cost effectively
- The elimination of printed materials has reduced the impact on the environment



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O₂ Private Sector Case Studies Within the UK



Newark and Sherwood District Council

Going faster with Smart Steps from O2

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Newark and Sherwood District Council

Going faster with Smart Steps from O2

The Challenge

Newark had a traffic congestion problem, which was affecting people's journeys and having an impact on local businesses. The Newark and Sherwood District Council needed a solution and the first step was to gather evidence to make a case to the County Council and the Highways Agency.

The Solution



Smart Steps from O2 used anonymised aggregated data from millions of mobile phones, and within weeks delivered information about the movement patterns of vehicles and the profiles of drivers.

The Results

- The Council had all the evidence they needed within weeks
- Detailed insights into where traffic was coming from, where it was going, when it was at its peak
- Profiling analysis revealed the demographic profile of road users
- Evidence for the case led to setting a timetable for improving the local transport network



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O₂ Private Sector Case Studies Within the UK



Royal Bank of Scotland

Winning customers with text messaging

Find out more





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Royal Bank of Scotland

Winning customers with text messaging

The Challenge

Across the banking industry, people often change their mind after beginning an application for a loan because they are put off by the cumbersome process. RBS wanted to improve the customer experience during its loans fulfilment process.

The Solution

RBS chose the O2 messaging platform to make its loans process easier and more customer-friendly. The bank is able to get in contact with the customer early in the application process, using text messaging delivered by the O2 messaging platform. The messages help customers with what they need to do next, and alert them to emails from named contacts.

The Results

- Customers are more engaged, sooner in the process
- 10% uplift in loans, solely from the immediacy of communication from email and text reminders
- A customisable platform that RBS is using for bespoke marketing and service-related campaigns

“As a result of introducing these changes, we’ve seen over 10% uplift in loans that we’re able to open for customers, solely down to the immediacy of communication from email and SMS reminders.”

Miles Hillier,
Sales Fulfilment Lead,
Digital Sales at Royal Bank
of Scotland.



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O₂ Private Sector Case Studies Within the UK



FirstPort

Transforming service with tablets and digital services

Find out more





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FirstPort

Transforming service with digitalisation

The Challenge

A large proportion of the FirstPort team are based on site at retirement developments across the UK. However, most of the communication between them and the head office was paper-based. This was labour-intensive, expensive and made it difficult to create a sense of community.

The Solution

A comprehensive migration from paper to digital. Tablets, email and Office 365 replaced the post and fax. O2 works in partnership with FirstPort to supply fixed line telephony, the data centre, application layer, and devices and technology management.

The Results

- 1400 tablets mobilised in 10 weeks, with a full support package
- Cost savings, improved efficiency and ability to capture management information
- Partnership with O2 covering technology, process and systems
- Ability to distribute video communications, to help build company community

“This is a real breakthrough for us. It has allowed us to use technology to underpin our customer service strategy, which is what we’re trying to do at FirstPort: to give our customers an improved and more efficient service.”

Darren Kerwick,
CIO, FirstPort.



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O₂ Private Sector Case Studies Within the UK



Network Rail

Getting inspiration from the ground up

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O₂ business

Network Rail

Transforming service with digitalisation

The Challenge

Network Rail wanted to transform the way it collects, stores and uses information about its infrastructure.

The Solution



Network Rail's ORBIS transformation programme gives people access to up-to-date, usable information via smartphones and tablets. Including maps, works schedules, technical drawings, and inspection forms. Track-side workers were engaged by encouraging personal usage, and through a competition to request apps that make work easier.

The Results

- Personal smartphones, for downloading apps and music
- 150 employee-requested apps in development
- Ability to capture information digitally and process it centrally, to predict and prevent problems

“We have already succeeded in bringing about a massive amount of change, and change that people like.”

Patrick Bossert,
Director, Asset Information,
Network Rail.



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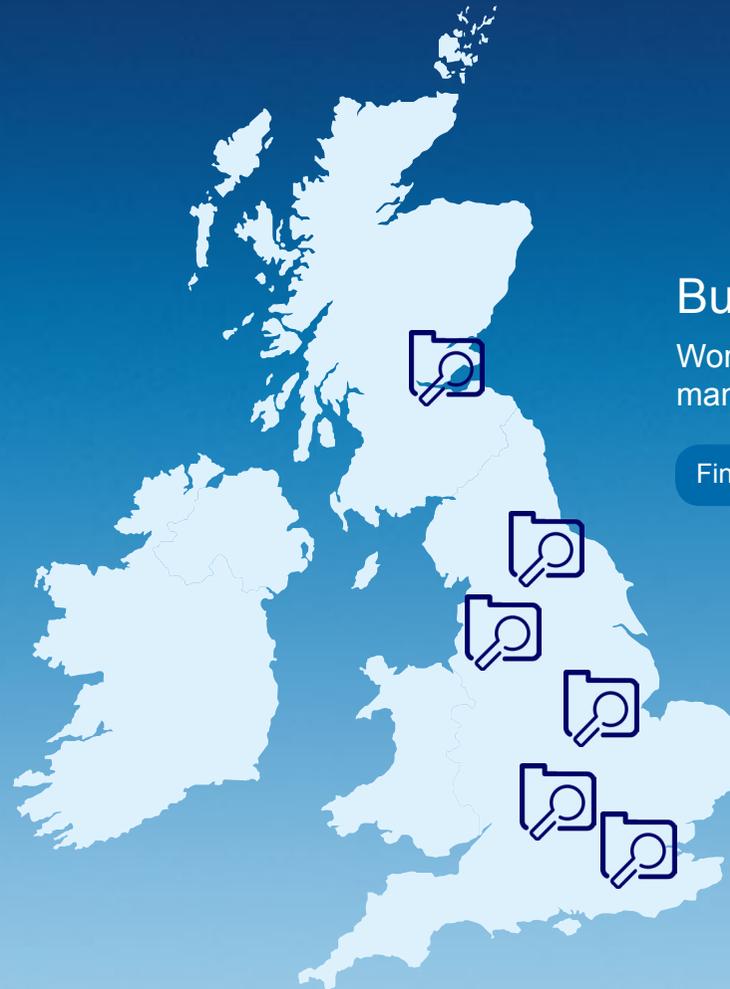


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BuroHappold

Working smarter through managed mobility

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BUROHAPPOLD
ENGINEERING

O₂ business

BuroHappold

Working smarter through managed mobility

The Challenge

BuroHappold has employees working all over the world who need access to more than just email - they need to look at project plans, images and much more. Whether they are in their own office, a client's office or on site.

The Solution

With the help of O2, BuroHappold rolled out 400 iPhones to staff across the business. O2 Gurus were on hand to provide training and guidance and ensure the switch went smoothly.

“It's still early days but we're finding costs to be lower than before and O2 data coverage is far superior”

Jason Kane,
Global Head of IT,
BuroHappold.



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A large, dynamic graphic of a water splash or droplet falling, with many smaller droplets trailing behind it, set against a blue gradient background.

O₂ for Private Sector Contact Us

Want to find out more about how your organisation
and O2 can work together?

Visit o2.co.uk/enterprise

or call 0800 955 5590