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# Unlock the true potential of your communications system with BT Unified Communications



Bringing it all together **BT** 

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In business, if you're not striving to move ahead, you can pretty quickly fall behind. Because communications are such a massive part of your business, to keep going forward, a fast, efficient communications system is vital.

Unifying your communications is key. BT can create for your business a flexible, scalable and fully integrated solution using Cisco products and applications. The basis of your solution is a Cisco Unified Communications system which will allow you to take advantage of all the benefits of an integrated IP infrastructure for voice, video and data. It's the way to help get the most from your network, improve productivity, make cost savings and achieve genuine working efficiency.

Whichever elements make up your unified communications solution, at the heart is a platform for real-time contact. This can prevent your communications being held up by issues such as being unable to find the right person or having incompatible devices. The result being lots of improvements to your day to day working. Because all customer messages can be answered promptly and task completion is faster and more reliable, you can become more productive. Having an 'always available' working culture can make the difference between securing a new stream of revenue or not. Audio, web and video conferencing now become easy and are a way of meeting with colleagues and business partners that can help make substantial savings on the cost of travel and hotel stopovers.

We can migrate your current system to an integrated solution at your own pace. When we do, you'll have your own single communications system installed, managed and maintained by BT.

Take a look at the following areas in which BT can improve your call handling and management, messaging, conferencing and mobile working to give you the full benefits of unified communications.

## Make your employees more communicative

Add Cisco Unified Personal Communicator and you'll start managing your calls better whether you're in or out of the office. Straightforward to use, Cisco Unified Personal Communicator is the perfect way to integrate communications into your directory and business applications. It also means your staff can be more productive by making it easy for them to work in different locations. As well as making collaborative working simple, it can help save money and improve customer service.

Your PCs become 'softphones' to replicate the working of a desk phone. 'Soft keys' then provide a simple-to-use interface which looks like the user's office-based phone. This allows simple click-to-call operations which can save time. All the features common to an office phone are available through your PC. That includes the ability to transfer or forward calls and to conference someone into an existing call. It also permits real-time working thanks to Instant Messaging. Multiple lines are available and each user is provided with one number for ease. This can be used in any location on the network and on many devices.

Cisco Unified Personal Communicator also provides Instant Messaging, even for IP phones, sending a short text message which is displayed on the recipient's screen. It also displays contacts from the main directory and can integrate with Microsoft Outlook®. It's a way to make sure you have all your contacts at any location and have the ability to call them instantly. It also enables easy use of video and collaborative working, a great way to enhance teamwork.



## Make your employees more productive

Adding presence capability is all about being in control of your calls. It provides you with the real-time availability of people and their communications devices. This saves the time that would normally be wasted trying to contact a colleague who isn't actually available. With your work/life balance in mind, it provides a much-needed way to manage your own availability.

First, the communications capability details of multiple users are collated from a range of devices and presented as a directory. These might include the capability to support voice or video. The Presence software also collates users' availability status, for example, 'available', 'busy', 'busy but interruptible', 'do not disturb', 'out of office', 'vacation', 'logged off' or 'unavailable'. It then provides the end user with this information in an easy to understand format.

With more efficient call connection, the decision making process is speeded up. It also puts an end to the frustration of 'telephone tennis' involving repeated missed calls. Cisco Unified Presence also integrates with IBM Sametime®, Microsoft Outlook® and Office Communicator/ Office Communications Server.



## Enable your employees to collaborate easily

Conferencing and Collaboration software integrates voice, video and web conferencing to give you a secure, reliable collaborative tool. When you opt for Cisco Unified MeetingPlace conferencing as part of your unified communications system, you gain a way of working that saves the time and expense previously involved in travel for the participants of a meeting.

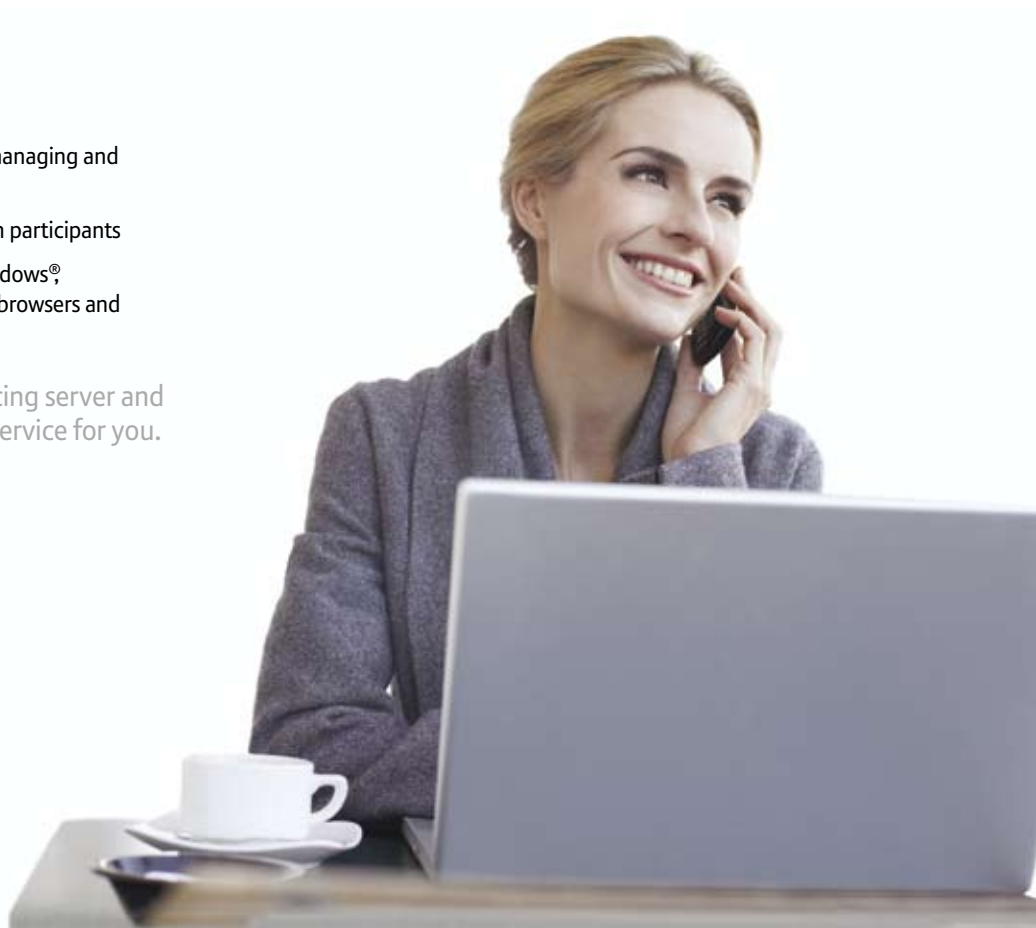
Liaising with colleagues at any time and in any location is now really simple.

Such freedom to collaborate not only speeds up the decision making process and increases productivity but helps build working relationships.

As well as recording meetings, Cisco Unified MeetingPlace conferencing has a full range of call and collaboration functionality. That includes:

- Simple mute/unmute
- Sharing documents between multiple users with the ability to control sharing including PowerPoint®, flash and jpg
- Email invitations that can be sent directly to attendees
- A list of attendees and their capabilities – voice or video
- Who is speaking and who is sharing
- Range of permissions to manage a meeting
- Ability to lock a meeting and ensure it's secure
- An intuitive user interface makes setting up, managing and joining meetings easy
- Chat functionality with text messages between participants
- Web conferencing access is available from Windows®, Mac OS®, Linux® and Solaris™ using standard browsers and Macromedia Flash Player™.

You can either own your own conferencing server and operate it yourself, or let BT run it as a service for you.



## Enable your employees to be effective on the move

Integrate Cisco Unified Mobility or Cisco Unified Mobile Communicator into your communications system and you give yourself a completely new level of working flexibility.

It's the perfect way to make your business's communications system work harder and your employees more effective. Cisco Unified Mobility gives each of your employees a contact number which allows them to be reached on various devices – at their desk, by mobile phone, at home, a hotel or wherever they're located. It also features simultaneous ringing on each device with transparent transition of calls from office to mobile when in the office.

With Cisco Unified Mobile Communicator you can add even more functions. Employees are connected securely and integrated with Cisco Unified Presence, directory, personal address book and conferencing. Also, with Unified Messaging mailbox, playing back messages is easy with a mobile interface that lets you scroll and delete.

All of BT's Cisco Unified Communications mobile solutions include support for dual band smartphones and wireless IP phones in addition to desktop-based IP phones and single-number-reach services.

On the go employees will be able to access their critical data applications, giving them the ability to collaborate with colleagues, partners and customers, and have awareness of the location and status of people.

So, by making everyone in your company easier to reach, it helps increase their working flexibility and, with it, their productivity. And, because Cisco Unified Mobility reduces the cost of mobile calls made in the office to desk phones, it's a simple way to make savings.



## Make your business even more customer-friendly

Cisco Unified Contact Centre Express gives you a way of managing customer contact with the benefits of converged IP telephony.

For the smaller or medium-sized business it's the easy way to make sure your customers experience top class service every time. Using an intelligent method of call distribution, customers are connected, irrespective of the type of media they use, to an agent with the appropriate skills to handle the call. Priorities, queues and skills criteria are then determined and customer data retained. It offers flexible contact centre profiles based on business needs for individual customers. For the agents, skill groups can be defined with specific skill level and competency. Each agent can be assigned different skills differentiated by levels of competency in that skill.

Other features of Cisco Unified Contact Centre Express include Priority Queuing and Interactive Voice Response (IVR) voice menus. Together, they help provide big improvements in standards of customer service. With faster, more effective customer responses, you're better placed to retain the loyalty of your customers. Meanwhile, integrated customer access can open up new avenues of communication with customers through web-chat, email or co-browsing in an integrated voice and data single or multi-site environment.

With increased productivity and more effective call handling, improvements in revenue are there for the taking.



# BT Unified Communications: The key to communicating effectively

The combination of these Cisco products will enhance the unified communications capability of your business. They will greatly help to improve on your employees<sup>1</sup> effectiveness by integrating their communications network into a simple cohesive one.

Complexity is removed by the use of a single business number and voice mailbox, allowing employees to share information more easily between voice calls, voicemail, email, Instant Messaging and conferencing. This improves their capability to reach either a person or information at their first attempt, which makes for a more productive business.

If you'd like to know more, or are interested in any of these products either individually or collectively, please contact us.

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For more information, please visit [www.bt.com/business/cisco](http://www.bt.com/business/cisco)



## Terms and Conditions

1. Additional minutes used on the BT Openzone network will be charged at 10p per minute (ex VAT) for unlimited additional minutes, capped at £60 per month (exc VAT). International roaming usage is excluded from the BT Datazone monthly inclusive allowances and will be charged at standard roaming rates. 2. Subject to fair use policy of 3072 MB per month. 3. UK coverage. Prices are correct at time of going to press (March 2008), but may be modified at any time, at BT's discretion. All prices exclude VAT.

## Offices Worldwide

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