

Simplify your landscape

Create rewarding experiences and get a new perspective
at every touchpoint with simpler and more efficient IT.



Telefónica

O₂ business

Hello



Our recent research, the O2 Business Barometer, shows that organisations are still worried about economic uncertainties, building customer loyalty and increased competition going into 2017.

They're challenges that we're already helping organisations like yours to overcome. How?

The answer is service. When we improve service delivery, we're giving customers and communities the enhanced experience they expect at every interaction with an organisation. And we're empowering employees, so they feel valued and able to deliver those great experiences.

We recognise that every organisation delivers through a complex chain of connected moments – and at each moment there is an opportunity to do even more. At O2, we work hard to make the interactions in this chain just that bit better.

By creating efficiencies throughout your IT landscape, we help you to deliver better service at every touchpoint. It all adds up to experiences that make your people more loyal and your customers and communities happier.



Contents



Great expectations



We all know that in today's always-on, digital world, customers are holding the brands and organisations who serve them to an increasingly high standard, and demanding better, joined-up experiences.

The demand for constant connectivity and 24/7 service has huge implications for all organisations. Our recent O2 Business Barometer research shows that most businesses and public sector organisations (59%) believe better connectivity would benefit them. Almost half (46%) also say they need better physical infrastructure.

It's why we're seeing the demand for better communications and technology. Organisations are alive to the need to engage with consumers on their own terms, and to deliver similar benefits to their people.

The O2 Business Barometer

Our latest research uncovers the current mood of Britain's businesses and public sector organisations. It shows their concerns, priorities and plans for technology investment as we head into 2017.





Better digital approaches are key for 2017

Private and public sector organisations are continuing to face significant challenges in a world with increasingly digital customers and touchpoints.

38% of organisations say they see technology playing a 'key role' in delivering commercial gains in 2017. It's part of a recognition of the growing appetite and demand for digital technology and connectivity.

And it's also clear that while business leaders are keen to harness the potential of existing and new technology, they don't always know how best to achieve it. **Almost one third (31%)** believe that their organisation is too 'weighed down' by legacy systems and current technology.

One-fifth (22%) have concerns around security and data privacy.



What it means...

...for private businesses

Our research shows enterprise businesses have a growing appetite and demand for digital technology and connectivity:

38% **38% of businesses say they see technology playing a 'key role' in delivering commercial gains in 2017.**

33% **A third (33%) of businesses** expect their customers to want to access more of their products and services online or via mobile in 2017.

38% And **38% of business leaders** say they expect that more of their customers will choose to interact with them 'through digital means' like social media, email or live chat, in 2017.

Despite this, **almost a quarter of enterprise businesses (23%)** say they will be investing less, or nothing at all, on technology in the coming year.

...in the public sector

Eight in ten public sector leaders told us they will continue to focus on employee productivity and driving operational efficiencies in 2017. It's how they plan to navigate another year of squeezed budgets.

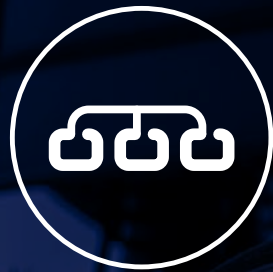
And more than in the private sector, almost all public sector leaders recognise that their customers will want to interact with them through more mobile or digital means in 2017.

45% **However, the research shows that almost half of public sector organisations (45%) do not have digital connectivity integrated into their strategy, despite acknowledging the benefits.**

The public sector needs to address its prevailing digital skills gap too: 23% say their organisation lacks the expertise required.

Face up to the challenges

The O2 Business Barometer shows a clear need for investment in better IT infrastructure and comms. But is your organisation able to invest in the IT it needs? Or are you hitting these challenges?



Outdated and complex IT

Digital infrastructure is now seen as more important than physical. But in uncertain economic times how do you simplify the way you manage your connectivity? You need to streamline device management and make it easier for people to connect and collaborate. But are you able to deliver the efficiencies that save time and cost in IT, and make easy to create better experiences for your people, communities and customers? Or are your systems complex to update?



Security concerns


Security and data privacy are a top barrier to organisations making full use of mobile and digital technology. Your IP is your competitive advantage, and your customers and service users expect you to keep them safe. Are you protected? Do you have the right combination of device and information security? Are you keeping ahead of today's mobile-based threats, to avoid the serious financial and reputational consequences of a major security breach?



Disconnected people

Your strength is your people and the decisions they make. Are you empowering your teams to do the best they can? Do your people have the tools they need to reach their full potential and reward you with improved productivity, increased loyalty and better outcomes across your organisation?

Your tools for greater efficiency

A man with a beard, wearing a dark blue suit jacket, a light blue shirt, and a grey vest, is looking down at a tablet computer he is holding with both hands. The background is a blurred city street at night with bokeh lights. A glowing blue sphere is positioned above the man's head, partially overlapping the text.

No matter where you are on the journey to IT transformation, you could be missing out on even greater benefits. At O2, we're seeing first hand how a more efficient IT landscape can dramatically free up resources and increase productivity. And deliver better service across the organisation.

Make your IT more agile

Integrate your IT and comms platforms

Bringing together your fixed, mobile and wifi connectivity onto one platform with O2 Gateway simplifies supplier management. Swap complex communications networks for a world where new services are up and running quickly, easily and securely. And with end-to-end management of all your IT networks from a single supplier, comes a single SLA.

Improve collaboration and remote working

When your people have the tools to be as effective at home or in the field as they are in the office, your organisation can achieve powerful results. From voice to video conferencing and more, your people can now work flexibly and collaborate from anywhere. Unified Communications means secure communications on any device, even personal devices when combined with Mobile Device Management. Together with secure remote access to your core systems, it's never been easier to improve the efficiency of frontline working practices.



Adapting to flexible IT

We've shown one of our progressive NHS customers how they can deliver even more improvements through the better use of technology. Going paperless and adapting care models to meet community needs are just two of the key objectives of the NHS Five Year Forward View. We calculated that by digitising and integrating some core functions, this healthcare provider could save more than £6M over three years. That's enough for them to hire another 227 clinicians.

It's a transformation that can streamline existing work practices, reduce the administrative burden for patient-facing staff, and make it easy for professionals to work remotely and in the field.

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Safeguard your organisation

Improve infrastructure and device security

A complete range of security solutions is an essential part of a risk prevention toolkit. Mobile Device Management makes remote working possible for even those who are worried about data security. Device-to-cloud cyber security service can work as a standalone solution or in conjunction with your connectivity solutions.

Protect your people

You have a responsibility to your people, in the office or out on the road. Maintain visibility of field workers when they're on the move so you can proactively prevent accidents and react faster in the case of incidents or injuries. With innovative solutions like O2 Smart Vehicle, for example, you get real-time location and status info from your fleet vehicles without needing input from drivers or fleet managers.

Simplify regulatory compliance

Your organisation's security and compliance is not a trivial undertaking. It's a constant challenge that we know you take seriously. Your strategies should strip time, effort and manual processes, for example with network-based mobile recording that captures all your users' calls and text messages. Your data solutions should adhere to all the leading regulation frameworks, like PCI DSS, data protection and FSA rules.



The importance of security

At O2, we understand the importance of security. It's why we work in partnership with well-known industry security leaders to create outstanding solutions.

We're the only UK provider certified to the government's stringent CAS(T) security standard for mobile and WAN. Together, it all gives you the confidence you need in the security of your people, data, and systems.

A leading rail franchise chose O2 because they wanted complete visibility over their network. It means they can respond far more quickly to incidents and improve their overall business agility from "someone who knew about working across multiple locations in a 24/7, safety-critical environment."

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Empower your people

Enable better working practices

When people can work productively and securely from any location, it saves time, effort and cost. With Unified Communications, your teams can access and share information using intuitive tools that can be accessed from anywhere. It enables you to reduce the number of desks you need, cutting estate costs and admin overheads without impacting on the speed or accuracy of decision making.

Remote systems access

Fast, secure remote access to core systems can make teams as effective when they're working remotely as in the office. And the efficiencies aren't just internal – the right tools make it easier for your teams to give your customers the experience they want.

For frontline staff, it means many functions can now be securely accessed on-the-go, without the need to return to base. Like patrolling police officers, who can now access and update system records from the streets. It helps them to make better decisions based on the latest information.



The tools for empowerment

Unified Communications, an end-to-end enterprise mobility solution and improved infrastructure can bring huge benefits. At O2, we've demonstrated how a large community healthcare trust can securely share patient information in seconds across its large and distributed team, so home carers can make informed decisions based on the most up-to-date data.

Your customers will see the benefits too.

One major UK bank gave customer service teams iPads and iPhones to give access to information in the branch. They rose from the bottom of the customer service ratings tables in 2013 to number 2 by 2016.

Helping you to reach a simpler place

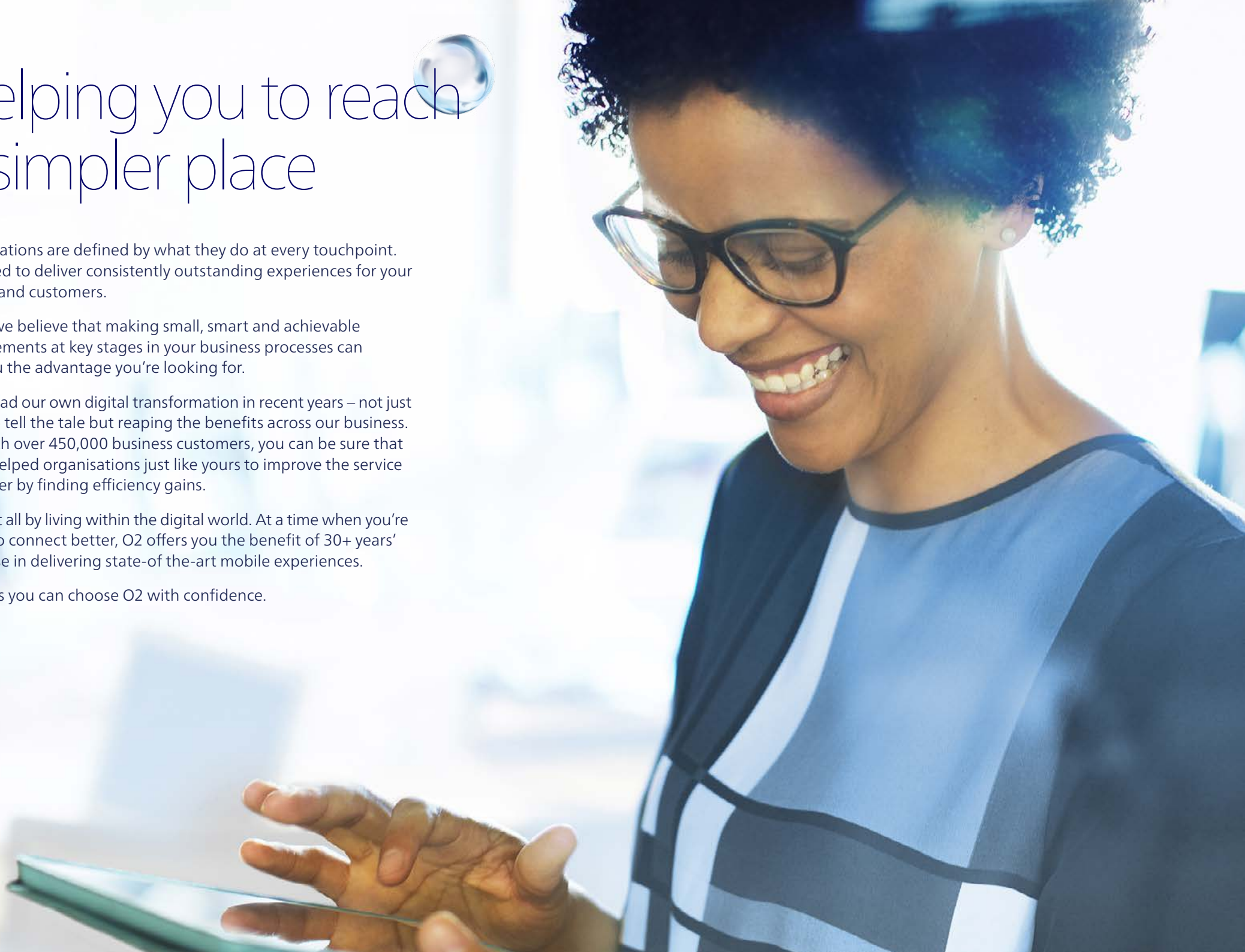
Organisations are defined by what they do at every touchpoint. You need to deliver consistently outstanding experiences for your people and customers.

At O2, we believe that making small, smart and achievable improvements at key stages in your business processes can give you the advantage you're looking for.

We've had our own digital transformation in recent years – not just living to tell the tale but reaping the benefits across our business. And with over 450,000 business customers, you can be sure that we've helped organisations just like yours to improve the service they offer by finding efficiency gains.

We do it all by living within the digital world. At a time when you're trying to connect better, O2 offers you the benefit of 30+ years' expertise in delivering state-of-the-art mobile experiences.

It means you can choose O2 with confidence.



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Find out more

With solutions like **O2 Gateway, Enterprise Mobility, Unified Communications, Security** and **Internet of Things**, see how O2 can help you drive the IT efficiencies you need.

Talk to us to see how we can help you, get in touch on 01235 433507 or find out more **here »**

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