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More powerful people-first thinking

How smart connectivity helps you build
an empowered organisation

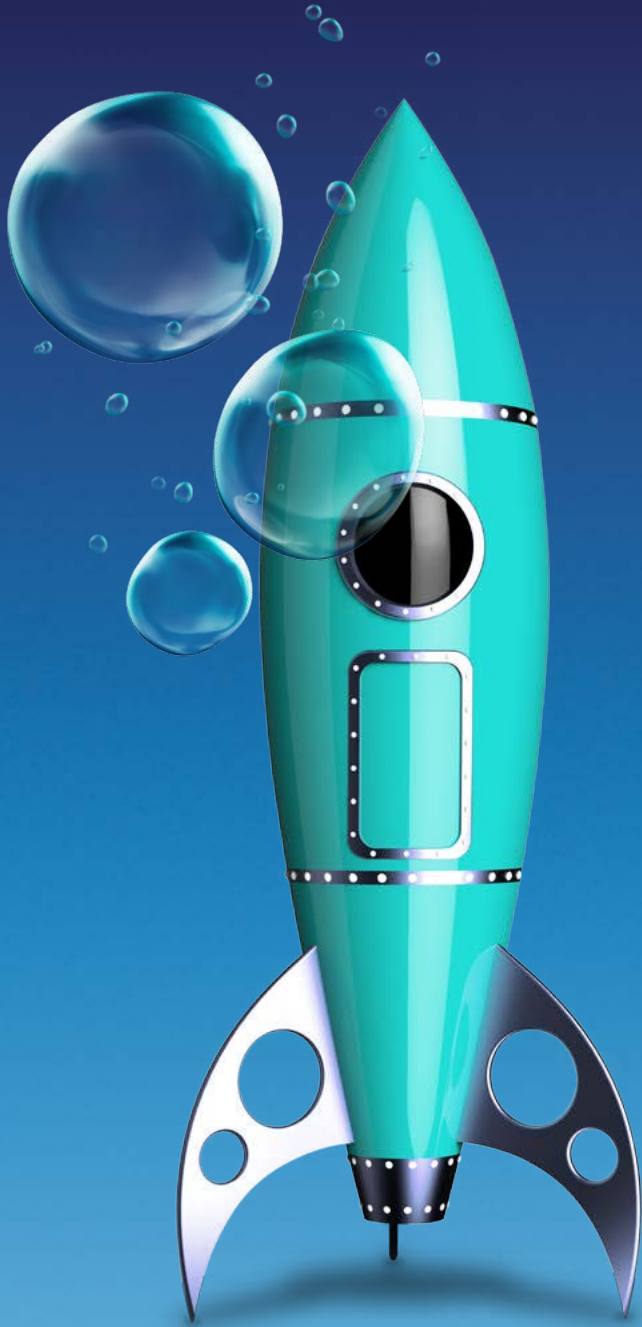
Smart tips for busy IT
decision-makers this way



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Watch productivity lift off

Contents



With the right connectivity, anything is possible

It's another rainy morning. A fleet manager sits at his desk with a hot coffee. At the same time, he's out on the lot with a member of the field team, checking his lorry fleet before another day of deliveries begins. He's not a magician. He's simply connected via his organisation's seamless network.

Meanwhile service teams are out and about, making site visits. Pulling down sensitive information. Making real-time decisions. Filing reports. Doing the kind of joined up, dedicated work that not just makes a difference, but cuts cost and drives productivity.

Across enterprise and the public sector, IT leaders are empowering their people with go anywhere, be everywhere smart connectivity. They're even connecting in IoT devices to create one joined up network. And they're delivering endless possibilities and great results back to their organisation. Better customer and citizen service. Great user experiences. More collaboration. Lower costs. A digitally transformed future.



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This guide shows you how they're doing it and which common connectivity pitfalls to avoid. The key to it all? **Simplicity.** After all, connecting, mobilising and empowering every part of an organisation's operation and workforce doesn't have to mean an equally endless number of solutions, suppliers and SLAs to manage.

Things to watch out for

Choosing to centre your connectivity around your people makes absolute sense, right? From driving strategic projects forward to dealing with customers, managing citizens' services or administrating critical IoT devices, your people can't afford to miss a thing.

However not all connectivity is as smart as it should be. **Here are a few things to look out for when sizing up a prospective supplier.**



"Seamless interaction across tens of common forms of communication (both real-time and non real-time) is already second-nature to Millennials. 'Generation X' IT Managers are taking note."

Price Waterhouse Coopers, Unified Communication: Collaboration Simplified Report, March 2016.

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Your people need and expect to work without interruption on any device, connecting across apps, channels, locations and IoT sensors, coasting smoothly from wifi to 3G or 4G network. Millennials are already a significant proportion of many workforces and by 2025 will account for 75% of the global workforce, according to workplace expert Dan Schwabel. To secure the top rising talent, connectivity must simply work.

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While you're opening up your workforce's world, don't open your organisation up to unnecessary data security risks too. Want to ensure your data really is secure? Pick a supplier with CAS(T)-certified connectivity for mobile and WAN services, which makes them compliant with UK Government security requirements. CAS(T) is aligned with ISO27001 but gives you extra peace of mind that an even higher level of security has been met. The key difference is that the majority of ISO27001's controls are not mandated, whereas the requirements for CAS(T) certification are all compulsory.

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We're committed to offering the best possible network coverage across your converged network. That's why we're making constant improvements in line with emerging cutting-edge tech advances. For instance, we're the only operator who's committed to Ofcom that we'll deliver 4G coverage to 98% of indoor spaces by 2017. You don't have to accept productivity solutions that give you anything less than excellent coverage.

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OK, not literally. But you do want a simple supplier contract that gives you just one SLA across your entire network. Each supplier contract offers enough legal jargon, small print and sub-clauses to keep an army of legal beagles busy. Juggle several and the impact on your IT team can be profound. You'll end up spending all your time patching together networks and phoning around suppliers, and no time focusing on projects that could add real value to your organisation.

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One commercial agreement and end-to-end SLA is hard to find, but it does exist. Covering the sourcing, deployment, installation, commissioning and support needs of your connectivity solution. Remember: simple is beautiful.

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You're not just looking for the latest kit to keep employee pockets stylish. You want connectivity solutions built by best-of-breed providers that power new, more efficient ways of working and even thinking. And you want those solutions to effortlessly grow with your organisation. Scale to meet changing demand to stop Shadow IT outcrops emerging. Backed by expert insights and support. If a potential supplier hesitates when you say you want all that, you should too.

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More for you in every way

So you want to deliver this elusive connectivity nirvana? And you're tired of being mired in a landscape of supplier mishaps, budget challenges, security demands, increasing user expectations and conflicting compliance regulations? The natural answer is convergence. Step forward O2 Gateway.

It takes away all the complexity and confusion of who owns what and brings together all your multiple services – mobile, fixed and wifi – onto one fully integrated platform.

That not only means significant economies of scale and cost savings for you. It also means that you're able to rapidly deploy comms and collaboration tools and flex services as you need, so your people get that easy, reliable and secure access to your corporate data wherever they are and regardless of how they're connected. Even IoT devices can be linked in too so there's really nothing else to worry about.

- **Your skilled IT experts win back time and resource.** They stop spending too much time troubleshooting a diverse array of suppliers and solutions and are freed to help the wider business explore all that's possible with smart connectivity – driving efficiency, productivity and strategy.
- **Your operational and service teams are released.** They're empowered to achieve more too. Working anywhere. Collaborating with anyone. Deliver a more satisfying experience for customers and communities.

Unconstrained people. Happy customers and citizens. Protected data.



The right smart connectivity solution perfectly positions your people to look after customers and citizens and helps you stay consistently compliant with all those regulatory, statutory and contractual obligations so you can think about things other than connectivity.

Which is more than just a welcome change. It's totally liberating.



Want to know **more**
about smart connectivity?

**To learn more, simply contact your Client Manager,
call us on 01235 433 507 or visit o2.co.uk/enterprise**