



# How we can connect your outlets, cut operating costs and improve customer experience.

We're helping the retail and leisure sector implement technologies to engage and delight customers. We can demonstrate the value of modernised comms infrastructure and opportunities to realise cost savings for your business. That's because we're already doing it for big names on the high street.

It's something we should talk about – how we can work together to create a platform that enhances your digital transformation.

## **O<sub>2</sub> Gateway – your foundation for digital transformation**

Our innovative, converged network, O<sub>2</sub> Gateway, delivers all our customers' digital and connectivity needs as a service that is simple to use.

# Time for a new way of working

Rising customer expectations. Battling for market share. Delivering an integrated experience across every touch point. Growing profitability.

Don't worry, they are common challenges. And digitisation is disrupting everything. Whether it's customer buying patterns, new types of competitors or different ways to source and manage staffing. Digital technologies are offering new opportunities to communicate, understand customer motivation and generate loyalty through better use of data. The net result: omni-channel experiences with customers at the very centre.

**With O<sub>2</sub> Gateway you can underpin your digital transformation and stay one step ahead.**

“

We're always looking for ways to interact with our customers which reflects how they use technology. We have embraced technology both in terms of what it can do to drive efficiency and how it can improve the customer experience.

”

**Mark Price, Managing Director, Waitrose**





# Introducing O<sub>2</sub> Gateway

As your technology partner, we can help transform how the right comms infrastructure empowers your business.

O<sub>2</sub> Gateway offers that single integrated connectivity platform, entirely owned and managed by O<sub>2</sub>, giving you converged access to multiple services with one point of contact and one SLA.

## What does this mean?

O<sub>2</sub> Gateway will seamlessly connect your sites and your people to all the services and business applications they need. Designed as one platform and built to be future-proof, so you can add new technologies and applications quickly, plus scale up and down at your own pace as your business demands. It offers the best platform for digital infrastructure – no other provider offers this with the same end-to-end capabilities or flexible pricing.

The combined effect on your business will be rapid improvements in your cost base, customer satisfaction and competitive advantage.

## An optimistic outlook

### Effective digital transformation addresses key challenges:

- Understanding changing customer behaviour and buying patterns through data insight
- Connecting technologies to deliver better experiences that encourage people to buy more or stay longer
- Empowering staff to provide a higher standard of service that results in loyal customers
- Putting in place the building blocks to create a truly omni-channel retail or leisure brand

# Your one-stop-shop for connectivity

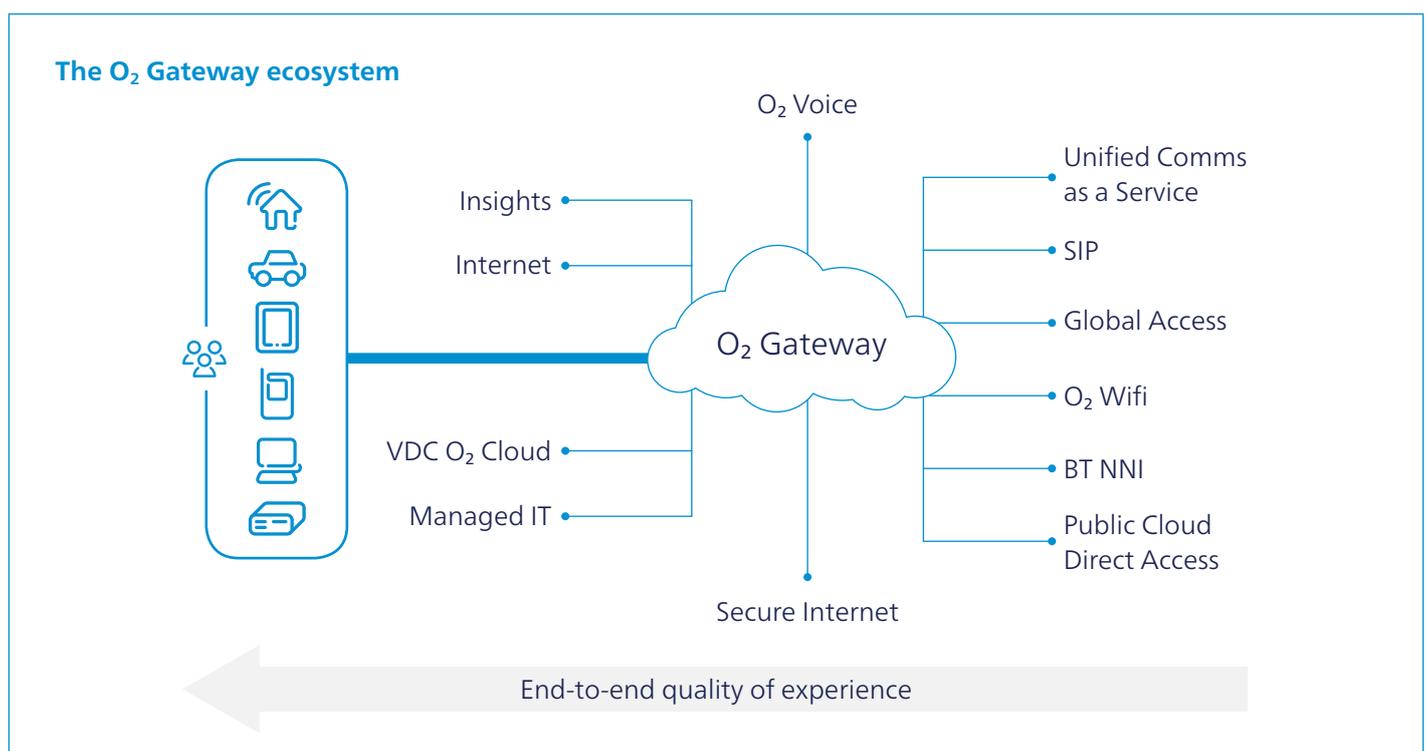
Whether it is internet access or as a site-to-site corporate WAN transit, O<sub>2</sub> Gateway provides the connectivity for all your digital needs. Because O<sub>2</sub> Gateway is wholly owned end-to-end by O<sub>2</sub>, adding new digital services is simple and quick without having to wait for a legacy WAN provider to catch up.

## Improving everyday efficiency

When your people can communicate and collaborate without disruption, you can be more productive. O<sub>2</sub> Gateway optimises your infrastructure so your head office, site managers and frontline people can interact with ease. It works seamlessly with 3G and 4G, so there's no need for messy VPNs. It also allows you to offer single-number services to your customers, making it easier for them to contact you.

## Supporting the digital ecosystem in a global market

O<sub>2</sub> Gateway offers connectivity to the largest digital ecosystem in the market, allowing customers direct cloud connectivity to Amazon Web Servers, Microsoft Azure, O365, Google and Oracle cloud services. It seamlessly enables SIP, UC as a Service, private cloud and O<sub>2</sub> Wifi access. And through our Telefonica global reach, O<sub>2</sub> Gateway WAN connectivity can be extended to over 125 countries around the world.





### **Giving you greater agility**

Once connected to O<sub>2</sub> Gateway, you'll be able to roll out new or additional services quickly and scale bandwidth up or down. Changes like these are unlikely to disrupt the physical infrastructure, which means rapid deployment and faster adoption.

With integrated 4G and ready for 5G, O<sub>2</sub> Gateway also makes it easy to connect new sites to the corporate network faster than with traditional fixed infrastructure.

As well as a single, attractive commercial agreement, you can add services easily and reduce costs. If you have O<sub>2</sub> Wifi but want to add Skype for Business or MiCloud, we can just switch it on.

### **Offering a simple and secure experience**

Because O<sub>2</sub> Gateway is a converged platform, we have better control over services and user experience. If any problems arise, we'll sort them out rather than leave you to juggle multiple providers. One partner and one set of SLAs helps you deal with issues before they impact your bottom line.

O<sub>2</sub> Gateway also makes access to the corporate network much smoother. Remote workers on any devices get the same secure, direct connections as those at headquarters. All mobile devices are given private access points that keep data separate and secure from the internet.

We are the only business to gain the government's National Cyber Security Centre security certification, CAS(T) for both WAN and mobile services. CAS(T) certifies an enhanced level of security over ISO27001 including additional controls where conformity to the controls is mandatory and independently audited annually to provide peace of mind.

# Impact of O<sub>2</sub> Gateway



## In the boardroom

- Faster route to smarter working and digital transformation
- Better use of resources and more cost-effective projects
- Enhanced access for remote teams to corporate data through 3G and 4G
- Proven savings of millions



## For procurement

- Multiple services provided under a single SLA
- Easier way to allocate resources
- Simplified contract information for easier internal decision-making
- Reduced costs from flexible commercial options



## On-site

- Easy access to full corporate network from any site
- Seamless collaboration for managing complex projects
- No hassle to add new sites onto the network
- Fewer errors and less time on the job



## For IT

- Simpler network and user access management
- Faster provisioning of new services (days not months)
- Consistent user experiences across the network
- Peace of mind at network, connection and endpoint level
- Dedicated access from your corporate network to public cloud providers where other services, databases or systems are hosted

O<sub>2</sub> is on a mission to be **“the best provider of integrated digital services in the UK”** based on three key pillars: creating a platform for a digital economy; providing service excellence, whilst being underpinned by brilliant digital experiences.

# Next steps

Let's meet to review your connectivity requirements and where you could see the biggest impact from O<sub>2</sub> Gateway. We can speak first to discuss the most appropriate attendees, agenda and timeline for a meeting.

## And here's how you can benefit:

- O<sub>2</sub> Gateway is the UK's first truly converged, ubiquitous communications network recognised at the Computer Vendor Excellence Awards in 2016 with the 'Networking Infrastructure' award.
- It gives your business a proven blueprint for digital transformation, so you can:
  - » deliver exceptional customer experiences via any channel,
  - » reach the right people, with the right promotion, at the right time,
  - » build your digital transformation on a trusted platform,
  - » achieve competitive advantage ahead of your competitors,
  - » ensure you free up budgets to focus on your core business, and
  - » rest assured security's built-in as we're the only provider to achieve CAS(T) security certification for mobile and wide area network (WAN) infrastructures.
- It unifies multiple communication and collaboration tools so your people can work securely and without interruption.
- It offers all of this through one contract, one supplier and one network.
- **On an award winning network** – and we want to keep it that way. That's why we continue to invest significantly in our network, as uSwitch recognised when we won Best Network Coverage in the uSwitch Mobile Awards 2018. And Ofcom has confirmed that we've delivered on our licence obligation to provide 98% indoor coverage for 4G. Our commitment to invest significantly in our network will help us further strengthen the experience for our customers through improved coverage, more reliability and increased capacity.

# Want to learn more?

Call us on 01235 433507, or watch the video [here](#).



