

ing cloud
s together

#3: BRINGING THE CLOUD OF CLOUDS TO LIFE.

BT'S TALK

GLOBAL EDITION

BT & JPC

A PROSPEROUS PARTNERSHIP

The science of sound.

Making collaboration more productive.

The technology behind the performance.

How BT technology is supporting Williams Racing.



“With self-management we can break the cycle of crisis, emergency admissions and And replace it with lar monitoring, timely personalised response, nfidence. All of also adds up to more y and less cost.”



LONDON 2012 - ARE YOU READY?

One of JPC's early adventures with BT Global Services. We conceived, created and ran an 18-month, integrated challenger countdown and legacy campaign to leverage BT's sponsorship of London 2012 by aligning their solutions with customer pain points. From a giant tyre track take over throughout BT Centre to launching the touring Vehicle for Change, to exclusive VIP BT Tower 2012 countdown events, to the first above the line campaign for BT GS in 7 years - Festive Tips - the ITSMA award winning campaign was a true game-changer for BT & JPC.





Are you ready?

BRAND PROPOSITION & IDENTITY DEVELOPMENT



**Sink.
Or swim.**

London 2012 could strain your resources. Are you prepared to give 110%?

With 500,000 extra visitors, the London 2012 Olympics is a huge business opportunity. And a big challenge. Be a winner with BT's powerful CRM supply chain solutions.

London 2012.
We're ready. Are you?



Are you ready to be more flexible?

With 500,000 visitors to the UK during London 2012, your resources could be stretched. Talk to BT about raising the bar with BT's high performance CRM tools.

London 2012
Are you ready? We are.

500% more enquiries.





**Out of sync.
Or perfectly co-ordinated.**

London 2012 could challenge your network resilience. Make sure you achieve business continuity.

With a massive surge in demand on your network, London 2012 could put your business continuity at risk. Keep things working smoothly with BT's managed security services.

London 2012
Are you ready? We are.



**False start.
Or hit the ground running.**

London 2012 is a major business opportunity. Don't fall at the first hurdle.

With an estimated £2.7 billion of consumer spending up for grabs, London 2012 could see a big jump in your turnover. Rise to the challenge with BT's flexible communications solutions.

London 2012.
We're ready. Are you?





**Thousands of people may struggle to work in 2012.
But they needn't be yours.**

When the Games come to London in 2012, will staffing levels be a major issue for you? During the Vancouver 2010 Winter Olympics, more than a quarter of organisations suffered from high levels of absenteeism.

BT One Voice anywhere and hosted IP telephony services ensure that won't be you or your customers during London 2012. Not only do they allow you to offer consistently outstanding services from anyone at any location by bringing together voice, data, mobile and IP throughout your organisation, they help deliver more efficient customer contact. If call numbers increase, you can rapidly scale up your communications network from an online management portal as well.

Our trusted credentials and unique insight as the official communications services partner for London 2012 helps our customers' staff get to work without having to get in-to-work, for the Games and beyond.

London 2012. Are you really ready?
bt.com/areyouready2012




**The world will be calling on London in 2012.
But who will answer their calls – your competition?**

When London 2012 arrives causing surges in demand and disruption to your normal agents, will your contact centres cope with the extra calls? During the Vancouver 2010 Winter Olympics just one in four organisations increased their capacity to handle the overflow – the rest found customers going elsewhere.

Self service from BT ensures you won't miss out on this once-in-a-lifetime opportunity. It helps you to cope with unexpected peaks in demand by intelligently prioritising the most popular requests so that customers can help themselves. It means you'll free up your advisors for more complex, higher value enquiries – and handle surges in call traffic with ease, while cutting costs by up to 90 per cent.

Our trusted credentials and unique insight as the official communications services partner for London 2012 means we are first to answer the challenge facing our customers, for the Games and beyond.

London 2012. Are you really ready?
bt.com/areyouready2012




**Some networks might get clogged with the extra traffic in 2012.
But your communications network doesn't have to.**

When London 2012 arrives, will your communications network be able to cope with the surge in demand from extra customers – without killing your business critical applications? During the Vancouver 2010 Winter Olympics, one in three organisations found they didn't have enough communications network capacity when they needed it most.

Our BT Connect services ensure that won't happen to you during London 2012. BT give your communications network all the flexibility it needs to prioritise your bandwidth, so even when the data rush hour is in full flow, you can still respond to business and customer demand efficiently with applications zipping along with up to 200 times better performance.

Our trusted credentials and unique insight as the official communications services partner for London 2012 means we can put our customers on the fast track, for the Games and beyond.

London 2012. Are you really ready?
bt.com/areyouready2012




**Some teams might be seriously tested in 2012.
But don't wait for yours to be put to the test.**

During the 17 days of the 2008 Olympic Games in Beijing, more than 1.2 million IT security events a day were collected and filtered to detect any potential security risk for the Olympic Games IT systems.

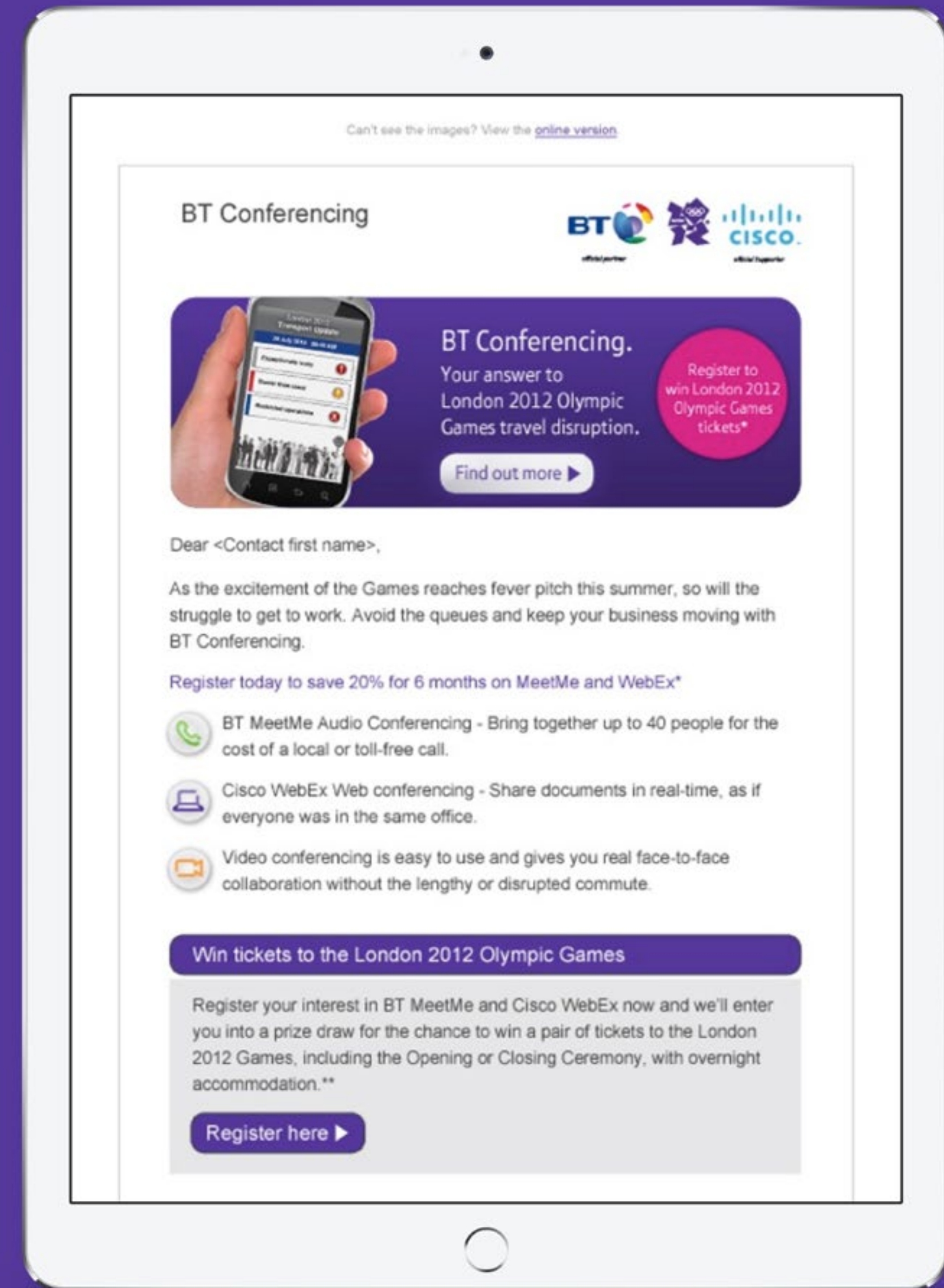
Not only a 99% of organisations improved their technology security and resilience in preparation for the Vancouver 2010 Winter Olympics.

The BT Quick-start – Are you ready? risk assessment gives you a clear understanding of how your current communications capabilities match up against the fresh challenges of London 2012. With its suggestions, you can support a holistic strategy and underpin your organisation's key communication services objectives.

Our trusted credentials and unique insight as the official communications services partner for London 2012 means we can help our customers detect, and then systems up to the test, for the Games and beyond.

London 2012. Are you really ready?
bt.com/areyouready2012

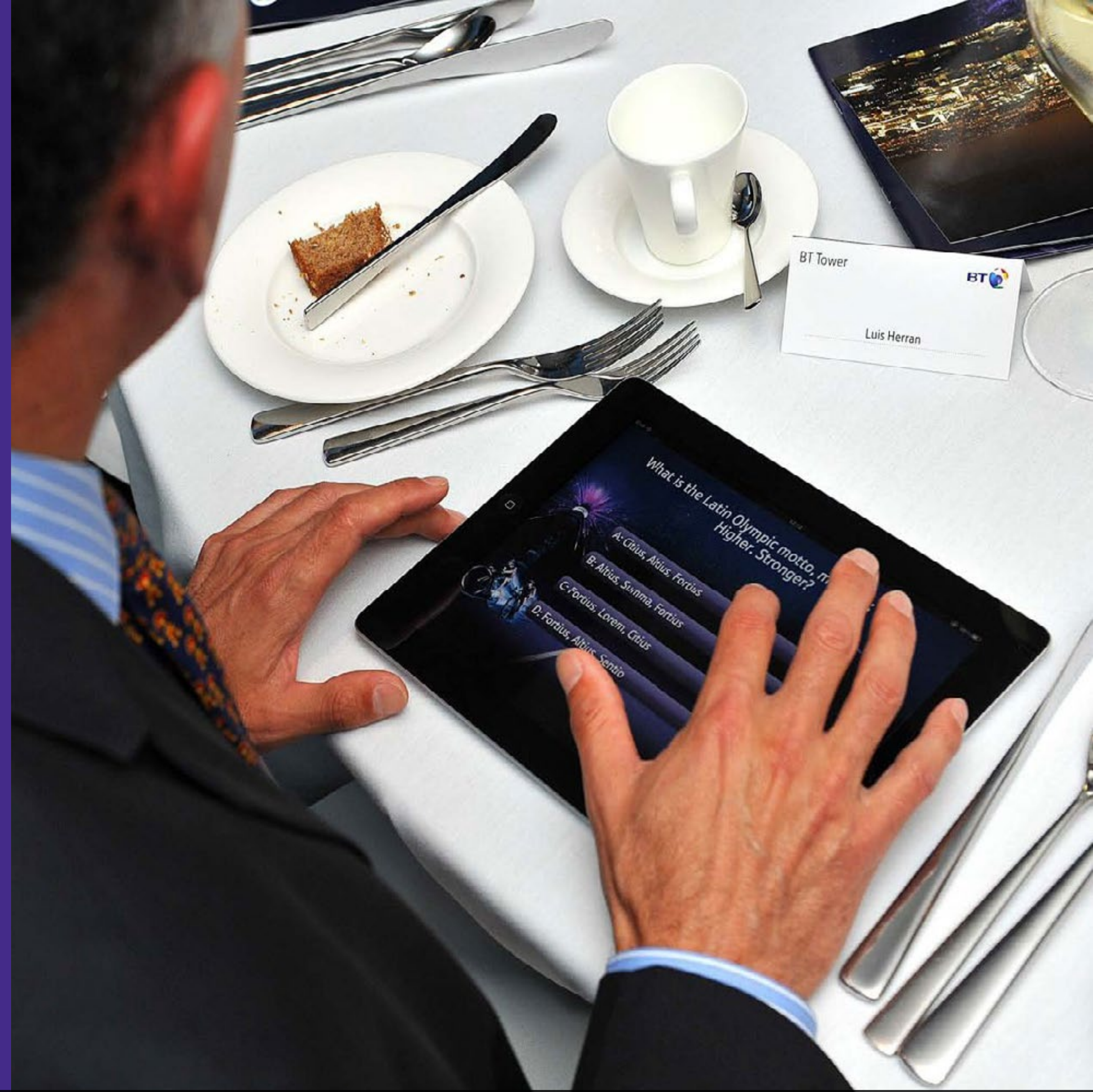




PHYSICAL AND DIGITAL DIRECT MAIL



MOBILE EVENT ROADSHOW



VIP BT TOWER COUNTDOWN EVENT





SEASONAL INTEGRATED ATL CAMPAIGN



What's your Christmas wish for 2012?

How about a contact centre that's ready for the most demanding New Year yet?

When enquiries start pouring into your contact centre during seasonal peaks in the most demanding New Year yet, will your organisation have the capacity to cope with the increase in demand, and scale down again when it's over?

BT Contact's pay-as-you-go fully scalable contact centre solutions can flex up and down to changing requirements, and with no flat rates, this means you're only paying for what you use. With inbound platforms also offering outstanding reliability and a processing speed of 1,000 calls per second, BT contact centre solutions help you deliver festive joy to even more people.

Choose BT Contact this Christmas and give your organisation a happy and prosperous 2012.



BT Contact. Relationships that grow. 

www.bt.com/festivetips/es1 



Can your networks avoid the red lights during seasonal peaks?

Keep your traffic flowing with BT Connect throughout the exciting year ahead.

Will your network cope with surges in demand without risking your business critical applications?

BT Connect offers you a complete network solution to give your organisation the green light. Our services can optimise your network and increase transaction times by up to 200%, whilst also reducing your bandwidth requirement by up to 40%.

Stay ahead of the race and take advantage of Super-fast access speeds of up to 40Mbps dependent on line, time of day and location. Or simply choose our market leading business grade internet service with guaranteed bandwidth backed up by a 100% SLA and we will ensure you are always in the fast lane.

Choose BT Connect this Christmas and get your 2012 off to a flying start.



BT Connect. Networks that think. 

www.bt.com/festivetips/es5 



BT 

What's your Christmas wish for a successful 2012?

BT 

A contact centre that can **scale up** to satisfy demand? 

BT 

Can you cope with the **scale up** to satisfy demand? 

BT 

Then **scale down** again, so you don't bite off more than you can chew? 


BT 

Then **scale down** again, so you don't bite off more than you can chew? 


BT 

Pay-as-you-go scalable contact centre solutions.

BT Contact 

BT 


Pay-as-you-go scalable contact centre solutions.

Relationships that grow 

BT 


Follow BT's 12 top tips for a prosperous and successful 2012.


Discover more >>



What's your Christmas wish for 2012?

How about a contact centre that's ready for the most demanding New Year yet? Choose BT Contact this Christmas and give your organisation a happy and prosperous 2012.

www.bt.com/festivetips/am1 

BT Contact. Relationships that grow. 



Scan and discover a unique festive tip from BT.





Set the pace

With a partner trusted to connect the world to the first truly digital Olympic Games.



94 locations

88,000 connections

28,000 cable TV outlets

...and lead the pack.

As we continue to take our communications services to new levels, we are uniquely placed to help your organisation step up to the challenges of a highly competitive world.



Find out how BT's communications services can help your organisation reach its peak performance.

bt.com/2012/peakperformance





LEGACY CAMPAIGN AWARENESS COMMS

London 2012

A once in a lifetime experience?


Or a lifetime of safer skies.



 BT Connect. Networks that think

A lot can happen in a second. This summer, we carried **6.7GB of data**, equivalent to **3000 photos**, every second, as the London Olympic Games experience travelled around the world on our tried and trusted intelligent network. A second is pretty important in air traffic control too. Just ask David. He deals in split seconds. Which is why he trusts the same intelligent network, BT Connect, to safely and securely handle up to **175,000 air traffic** movements every month for NATS. More people flying safely, an enhanced service, substantial operational savings and more happy homecomings.

Visit bt.com/2012/lifetimelegacyCA to:

-  Find out more about how BT helps David keep passengers safe in the skies, and budgets firmly fixed on the ground.
-  See how BT Connect can help your organisation reach new heights.


BT. Bringing it all together

London 2012

A once in a lifetime experience?

Or a lifetime to inspire generations.





 BT Compute. Services that adapt

A lifetime is made up of moments. And when they're magic moments, people love to share them. BT delivered the most digitally and socially connected Games to **4 billion people** this summer. Hosting more than **450 million visits**, from **109 million unique users**, our service was able to rapidly scale up, enabling almost **40 billion page views** as people shared successes and stories throughout London 2012. **With up to 55,000 views per second** at its peak, that's more than the official websites for the Vancouver Winter Games and the FIFA World Cup in 2010.

The same everyday BT Compute solutions are transforming how Tim teaches. While his Sheringham Primary School pupils have their heads in the Cloud, literally, collaborating and connecting with their classmates, BT and Tim are helping Norfolk County Council with the maths. Valuable savings of **£2-4 million** all add up.

Visit bt.com/2012/lifetimelegacyCA to:

-  Find out how BT is helping Tim to expand young minds while shrinking costs.
-  See how BT Compute can help your organisation, whatever the scale of your challenge.

BT. Bringing it all together

London 2012

A once in a lifetime experience?



Or experience you can trust for a lifetime.



 BT One. Communications that unify

A lifetime is made up of countless memorable moments, and for BT, London 2012 was certainly full of them. Like seamlessly linking all **94 venues** during the Olympic and Paralympic Games and connecting half a million calls – over **100 per minute** at its peak – from the media, organisers and superhero athletes throughout London 2012. But they aren't the only superheroes our BT One communications help. They also enable coastguard Anthony to respond to emergencies 24/7. An estate agent by day and a coastguard by night, when Anthony's on the cliff face, he needs fail-safe backup. That's why the Maritime and Coastguard Agency relies on BT One to provide the backbone for its voice, network and radio communications infrastructure. With emergency calls, rapid response and saving lives, you don't leave anything to chance.

Visit bt.com/2012/lifetimelegacyCA to:

-  Find out how BT helps Anthony get to the rescue, faster.
-  See how BT One can help your people collaborate quickly and cost effectively, no matter how critical the challenge.

BT. Bringing it all together

ANIMATED DIGITAL BANNERS



TESTIMONIAL

“Brilliant job. Outstanding and first-class event. I am delighted as was everyone else. Well done.”

President of BT GS UK

“Exceptional thinking and delivery from the JPC team over an 18-month period. Really impressed.”

Programme Director, BT GS, London 2012 team





JIGGLING OFF THE JARGON

Love it or hate it...our Jiggle off the Jargon campaign to launch the new simplified BT Global Services product portfolio divided the circa 90,000 internal BT audience, was designed to drive conversation and fix the new product names firmly at the front of mind. The hugely talked about campaign saw BT embracing bold new ideas and demonstrated a business that truly lived its values.

Jiggle
off the
jargon!



VIRAL VIDEO



VIRAL VIDEO



BT Assure

Security that matters



BT One

Communications that unify



BT Connect

Networks that think



BT Contact

Relationships that grow



BT Compute

Services that adapt

GS Special Edition

HOT OFF THE PRESS: Your special edition BT Global Services newspaper

September 2011



Regions and sectors:
news from the market

Page 2 >>



Shareholder help close

Page 3 >>

A new approach



Hot off the press

Your special edition BT Global Services newspaper, to launch our new approach to naming our portfolio of products and services – and so much more.



on



and so much more.

Priceless

Come on:
BT's role in
London 2012

Page 8 >>



Don't take our
word for it:
market
feedback

Page 8 >>

Portfolio

From confusion
to clarity

Find out all about our new portfolio naming system: what it is, where it came from and how to use it.

Continued on page 4 >>

Plans for
our portfolio



Neil Sutton

Neil Sutton gives a taster of what's in store for our portfolio of products and services, and shares some of the latest developments.

LIGHTING UP THE HIGH STREET

Our challenger partnership kept growing as JPC helped BT take their new Retail proposition to market. Combining BT Global Services and BT Expedite, our Lighting Up the High Street campaign offered retailers an exciting new set of outcome-led solutions, and pioneered a new transformational proposition led sales and marketing programme for BT, which won silver for B2B Marketing Awards Best Live Event.



Expand your capabilities quickly and easily.

BT is lighting up the high street... on a flexible cost effective basis. Turning your networked IT into a business enabler. Making it easy for you to respond to change quickly and benefiting your customers, your people in-store and your business.



Lighting up the high street is a revolution in retail IT service delivery. Combining advanced retail applications delivered over super-fast access, wrapped within a flexible commercial model to best match your costs to demand. This unique combination maximises your opportunity to attract, serve and retain customers, operate your stores and supply chain more efficiently and respond to market changes quickly. Bringing you more for less, faster.

Your business will be able to:

- Bring new stores to life faster than ever before
- Significantly reduce time to market
- Turn capacity up or down on demand
- Increase footfall and improve promotional effectiveness
- Improve in-store work force productivity
- Flex IT costs in line with business demand
- Get ready for London 2012



Your staff will:

- Be able to concentrate on serving customers more productively using in-store mobility
- Remain loyal employees of an innovative, leading retail business

Your customers will:

- Benefit from a new digital shopping experience in-store and on the move
- Have greater loyalty to your brand and business



RETAIL WEEK EVENT



Light up your retail business

- Increase in store productivity with accessible eLearning for your staff
- Enable staff to feel more confident in front of customers
- Improve your operational efficiency with more effective supply chain solutions




Lighting up the high street





Light up your retail business

- Offer your customers a better shopping experience with multi-channel solutions
- Get to know your customers better and respond quickly to trends with video analytics
- Enable your customers to contact you wherever they want with scalable POS capacity
- Reduce your IT costs




Lighting up the high street



Score front

- Save & Profit of Sale (POS)
- Managed Payment
- Openstore Wi-Fi
- Automated Stock Counting (ATD)
- E-commerce

Managed Service

- Customer Relationship
- Retail Traffic Analytics
- Hosted Contact Centres
- CRM & Loyalty
- Mechanicising
- Super-fast Networks

Virtual Data Centres & Applications

- Security
- Specialist Retail Professional Services

Workforce & Supply Chain

- eLearning
- Video & Audio Conferencing
- Workforce Management
- Supply Chain Solutions
- Unified Communications
- Better control your supply chain
- Reduce your IT costs

Enhance your customer experience

- Improve promotion effectiveness & footfall
- Speed up time to market

Give your customer choice

- Play your IT up & down

Secure your data



Light up your retail business

My sales so is my c

They know what I want






TESTIMONIAL

“Brilliant job...Outstanding and first-class event...We are sending a very clear message to the market... BT is an exciting, innovative, world class, dynamic company... And has an energised team with leading edge thought leadership...Let’s keep focused and use this killer proposition to drive sales and kick some ass in the market!”

President BT GS UK



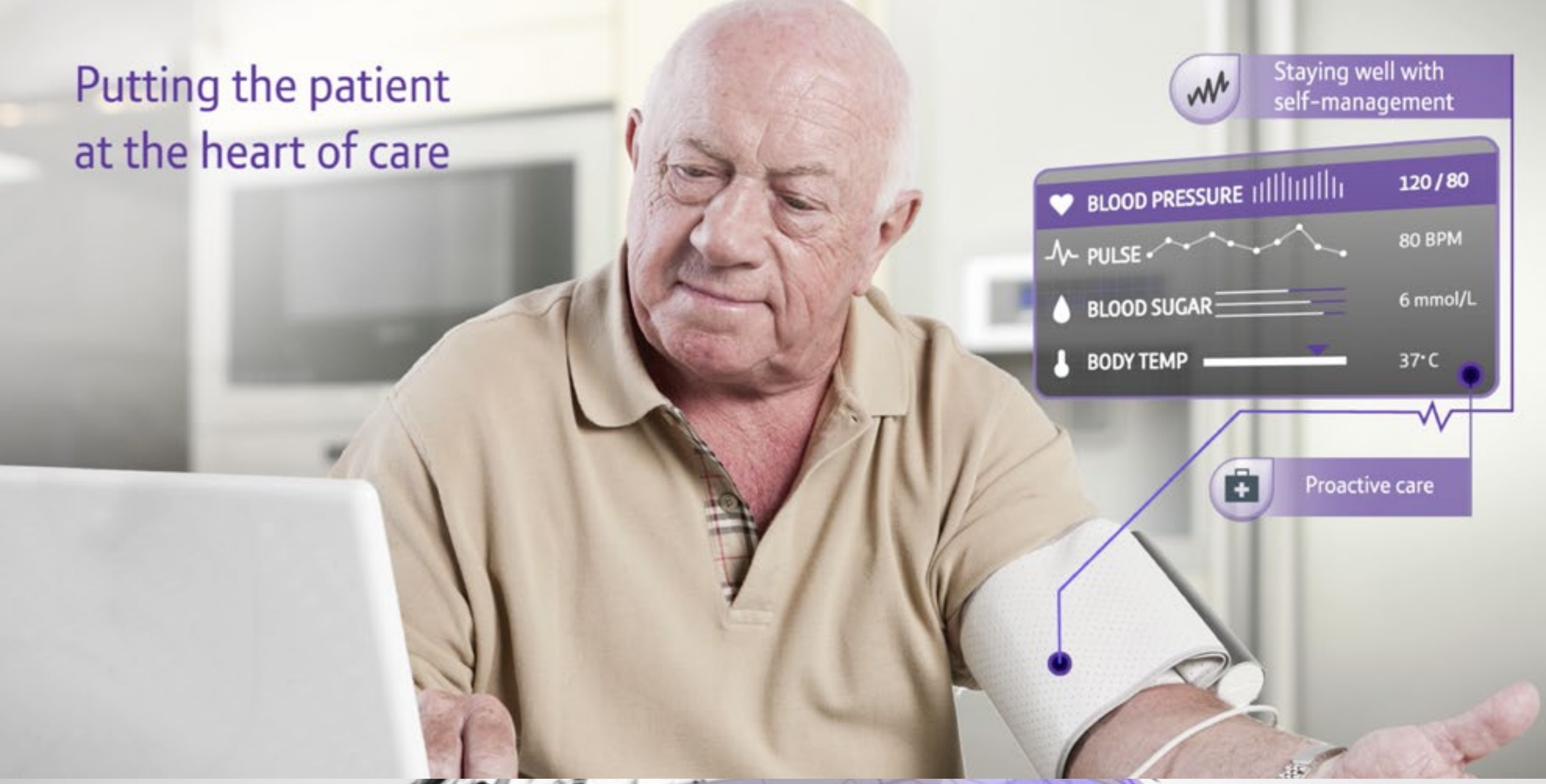
REPOSITIONING BT IN THE PUBLIC SECTOR

Building on the success of the reinvigorated retail proposition, JPC helped BT achieve similar impact in the Public Sector. Transforming functional product selling by creating new propositions and campaigns for BT to engage with government, health and defence from the perspective of citizens, civil servants and patients they were seeking to serve.





Putting the patient at the heart of care



Higher quality care



“
With self-management we
can break the cycle of crisis,
emergency admissions and
fear. And replace it with
regular monitoring, timely
and personalised response,
and confidence. All of
which also adds up to more
efficiency and less cost.”



CUSTOMER BROCHURE

Empowering transformation.

We're dedicated to ensuring that today's and tomorrow's armed forces are equipped with the networks, devices and solutions that provide the most effective communication.

Ensuring agility and security for your mobile operations

Our end-to-end capability and presence in over 270 countries means you can communicate across bases, ships, security sites, remotely, or with other agencies and organisations who make it – having the confidence to act on the information you can provide – increase compliance and improve critical decisions, collaborative networks, whether your people are at the front line, PCS, in transit or at home.

Continuous personnel movements have efficient, send-to-see intelligence images securely from hostile locations, plan and deliver training via satellite, hold meetings whilst the need for costly and time-consuming travel. Access desktop applications securely from anywhere in the world. Have the flexibility to set up command and control centres wherever in the world they're needed with the minimum cost, resource, time and fuss.

Making bases better connected

Reliable, robust and high quality communication, both within the base and with the outside world, is crucial. For example, implementing wider bandwidth, more robust on-site infrastructure and improved communications – backed up by trusted and safe maintenance – enables greater efficiency. Integrating secure fibre into bases, airfields and barracks provides the quality and integrity required for the transmission and reception of mission-critical data. And providing MOD Wi-Fi enables personnel to keep in touch with their friends and loved ones.

“In the current challenging economic climate there are significant pressures within the MOD to reduce costs whilst protecting or enhancing capability. BT has provided proactive and innovative input in support of this aspiration.”

Group Captain Mark Shackleton, Commanding Officer, MOD Defence Centre for Training Support



Defending your information systems against cyber threats

The character of modern warfare is changing, with attacks becoming an increasingly prominent threat landscape.

Today, assaults on critical infrastructure, theft, espionage, denial of service, ransomware and other threats. Our Cyber Security Services which underpins the work, leading, honest, transparent, advanced, approved and security information environment. It helps

For further please

Powering our nation's defences today
Creating a force for tomorrow



Why BT?

We can help you meet the challenges of transformation - moving away from resource-hungry systems, identifying and removing non-essential costs, building a leaner, fitter and more agile organisation, whilst enhancing effectiveness and operational readiness. This is exactly what we've been doing since 1997 with the Defence Fixed Telecommunications Service (DFTS), with over £700 million of costs saved over its lifetime to date.

As one of the world's leading providers of 'mass-market' technology solutions, we're best placed to handpick and apply our Commercial off the Shelf (COTS) solutions to military applications, wherever feasible. We'll integrate leading-edge commercial and consumer technology into defence and security systems to provide adaptability, agility and innovation and ensure the MOD's stipulation on exploiting consumer technology is met.

We're proud of our role in underpinning the nation's infrastructure. This means we have the national and global network to undertake complex transformation and also the local, on-site know-how needed to make small changes that can have far-reaching effects.

Armed with our expertise from across both our wider portfolio and other industries, we can offer a full spectrum of services and support to make you more agile, efficient and secure. Our experience - from enabling the world's largest secure global banking network to providing secure, unbreached communications for London 2012 - positions us as a unique technology partner. We're ready to help you meet your unique challenges, no matter what the scale or source. Together we can achieve your objectives, face down critical challenges, optimise costs and power the nation's defences.

6 | Powering our nation's defences today

"The successful planning phase for 2012 Olympics Security and the resulting, highly acclaimed Secure by Design methodology, shows the high-quality, reusable outcomes that can be achieved through public/private collaboration and partnership."

National Security Through Technology
White Paper 2012





Powering Public Services

Connecting public services to the people – and bringing people closer to public services.



Powering Public Services



Financial cutbacks, scarce resources, an ageing population and higher pressure on the public sector. You need to deliver more. Sometimes it might feel like you're being asked to achieve the impossible. Connect public services to the people - and bring people closer to public services. Do more with less.

Collaboratively and sharing more services across the public sector, but we share your determination to make life easier.

Bring together the best connections, information, and people with the technology we can help make everyday life easier for everyone in the community. Help you to create a safer, cleaner, greener environment. Enable you to work with greater insight and enable the growth of your local economy.

How can this make a difference to your community?



Let's look at some of the challenges both you and the people in your community face. And the difference we can make when we use technology to transform not only the way people work and live, but also the community itself.

[Visit interactive community >](#)

For further information, please contact Sue Thomas: sue.j.thomas@bt.com

BT Powering Public Services



Home Map Presenter

Home Interactive Community Solutions Overview

Connecting people, places and public services for a better future.

Solutions overview.

Use innovation to reduce costs and increase efficiency

Provide excellent Citizen Contact experience

Increase agility, mobility and productivity

Enable effective decision-making by sharing information

Power of the individual

Unbalanced economy

End of limitless resources

Your organisation

Citizen Contact

Channel Shift

Cloud Computing

Device Management

Secure & Safe

Shared Services

Unified Communications

PSN



BT Connect



BT One



BT Contact



BT Assure



BT Compute



BT Advise

Your frontline worker

Devices

Field Force Automation

Intelligent Hub

Lone Worker

Mobile Workforce

Mobile Xpress

Workstyle Managed Services

Your citizen

Anywhere Anytime Learning

Connected Society

Superfast Broadband

Telehealth Telecare

Wifi / Wireless Cities

Your environment

Open Innovation

Connected Transport

Digital Ready Housing

Intelligent Energy Management

Redcare / CCTV

Raise educational attainment, equip workforce with digital skills

Improve how people live and work with better connectivity

Deliver early intervention, prevention and independent living services

Build a better community, reduce crime, improve traffic and housing

Drive sustainable economic growth and create more jobs

Richard & Louise
Care Workers

Thomas
Local Authority CFO

Roger
Chief Constable

Intelligent energy

Peter
Contact Centre Worker

John
Patient

Connected lights

Muhammed
Head Teacher

Eleanor
Local Authority CEO

Sarah
Entrepreneur



TESTIMONIAL

“Thank you! Great work. Our CEO apparently loves our health animation. So much so, he’s asked for it to be played at the beginning of a Global Services leadership team event in Paris tomorrow!”

**Communications Director,
BT Global Services**



INCREASING BT'S BID HIT RATE

Helping BT improve the quality of their bids and tenders required a redefined approach. We unleashed our 360 degree campaign approach on BT's high value bids; using a unique blend of strategic and creative tactics to deliver stand-out, highly customised, surgically targeted responses, while creating a repeatable formula. Dixons Carphone was the first of many wins as we continually challenged BT's thinking to simplify complex solutions and talk directly to the customer's real concerns.





IBM | BT

IBM | BT
DISCOVER. DELIVER. TRANSFORM.
WPP

DISCOVER. DELIVER. TRANSFORM. Building value together.

WPP BID

We're powerful together

Connecting
to build value

we're connected together

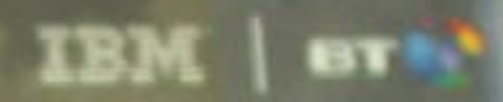
DISCOVER.
DELIVER.
TRANSFORM.

IBM | BT

Building value
together.

BT IBM_WPP_PROPOSAL_KINDLE.PDF

DISCOVER.
DELIVER.
TRANSFORM.



1	2	3	4	5	6	7	8	9
Executive Summary	Executive Summary	Executive Summary	Executive Summary	Executive Summary	Executive Summary	Executive Summary	Executive Summary	2. PROPOSED SOLUTION



WPP BID

BRINGING IT ALL TOGETHER
TO SIMPLIFY AND DRIVE
FUTURE GROWTH



ORACLE®

BT

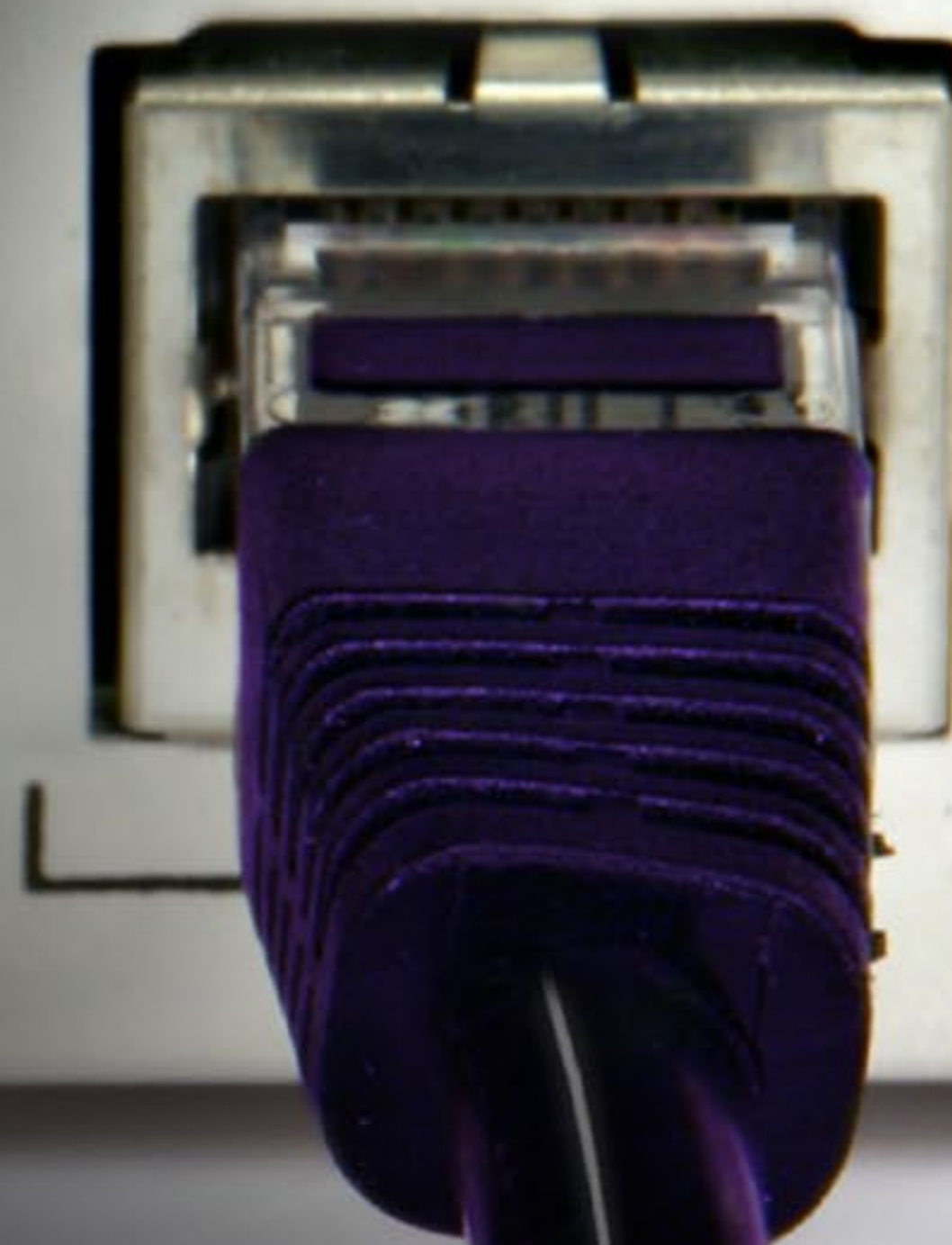


ORACLE DISRUPTIVE PROPOSAL

3. INVESTING FOR MUTUAL SUCCESS

Transforming Linlithgow with a committed partner

[Blurred text block]



CREATING A BRIGHTER,
SUSTAINABLE FUTURE
TOGETHER



SCOTTISH POWER BID

IT TAKES A UTILITY OPERATOR TO
UNDERSTAND A UTILITY OPERATOR



SCOTTISH POWER BID

2. COMMITMENT

A commitment from board level down to design and deliver transformation for you now and for the future.



3. TRANSFORMATION

The consultancy and expertise to define with you how ScottishPower can transform to meet the needs of your organisation and your people. While optimising the experience of your customers – the businesses and communities you serve.



Customers we've helped transform:



THOMSON REUTERS



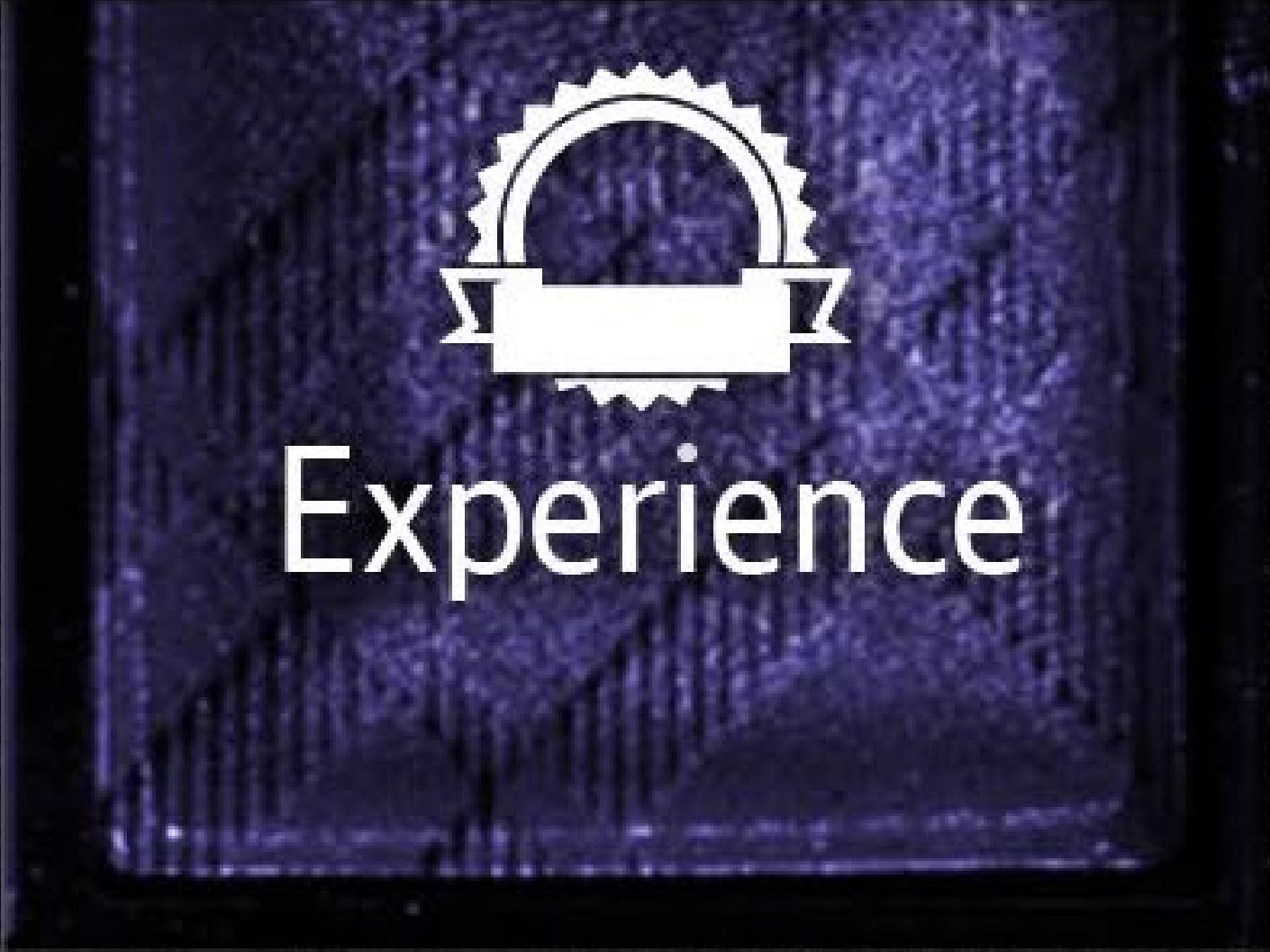


BURBERRY PROACTIVE PITCH



BURBERRY | BT 
Bringing it all together

BURBERRY PROACTIVE PITCH





DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY



**BT's response to
Request for Proposal for
Telecommunications Services**

DIXONS BID

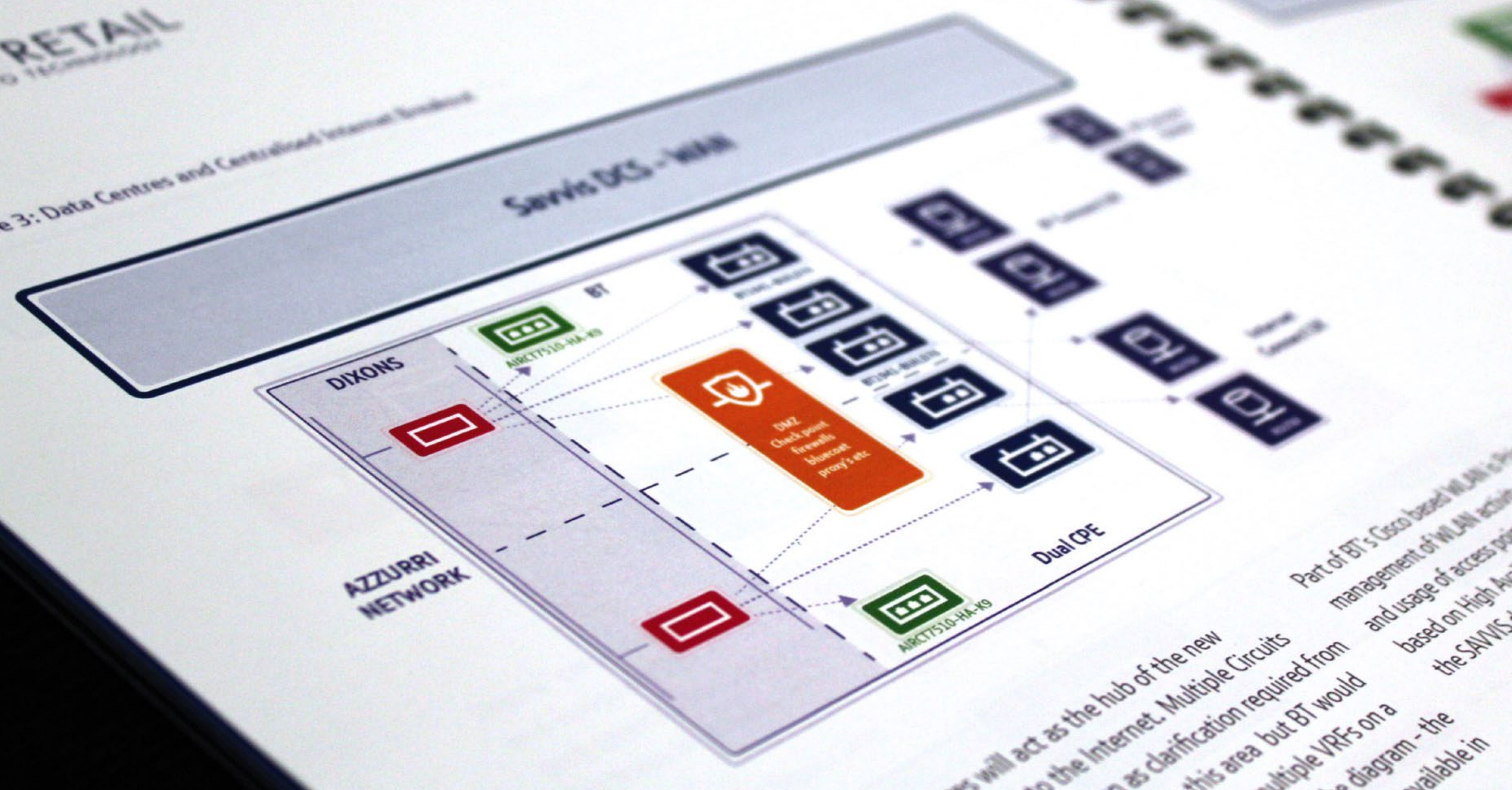
DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY

BT's response to
Request for Proposal
for Telecommunications
Services



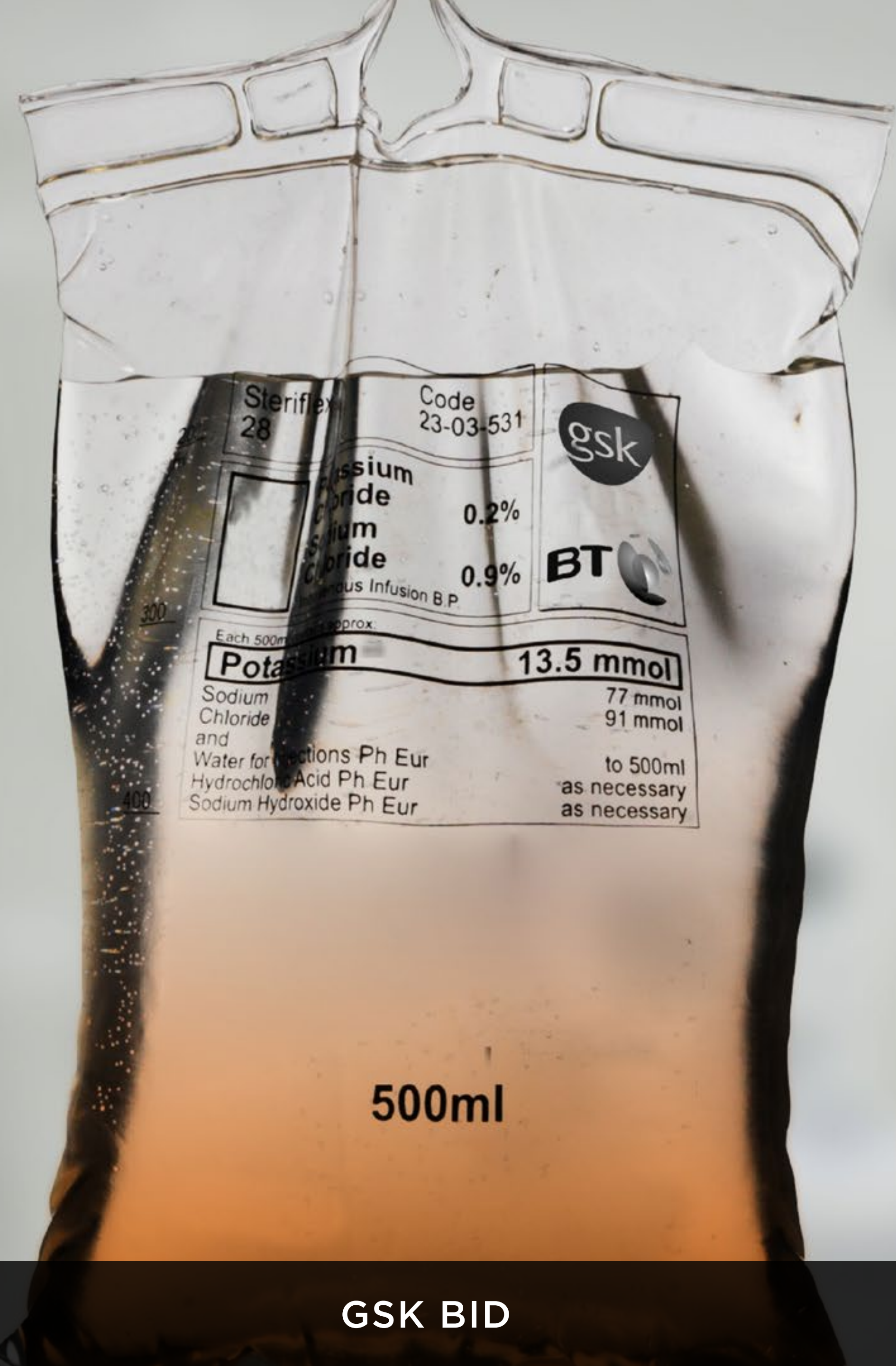


Site Type 3: Data Centres and Centralized Internet Services



Part of BT's Cisco based WLAN solution management of WLAN activity and usage of access points based on High Availability the SAVVIS data...

will act as the hub of the new access to the Internet. Multiple Circuits as clarification required from this area but BT would as multiple VRFs on a shown in the diagram - the will be available in



Steriflex
28

Code
23-03-531



Potassium
Chloride 0.2%
Sodium
Chloride 0.9%
Sterile Infusion B.P.



Each 500ml contains approx.
Potassium 13.5 mmol

Sodium Chloride 77 mmol
91 mmol

and Water for Injections Ph Eur
Hydrochloric Acid Ph Eur
Sodium Hydroxide Ph Eur
to 500ml
as necessary
as necessary

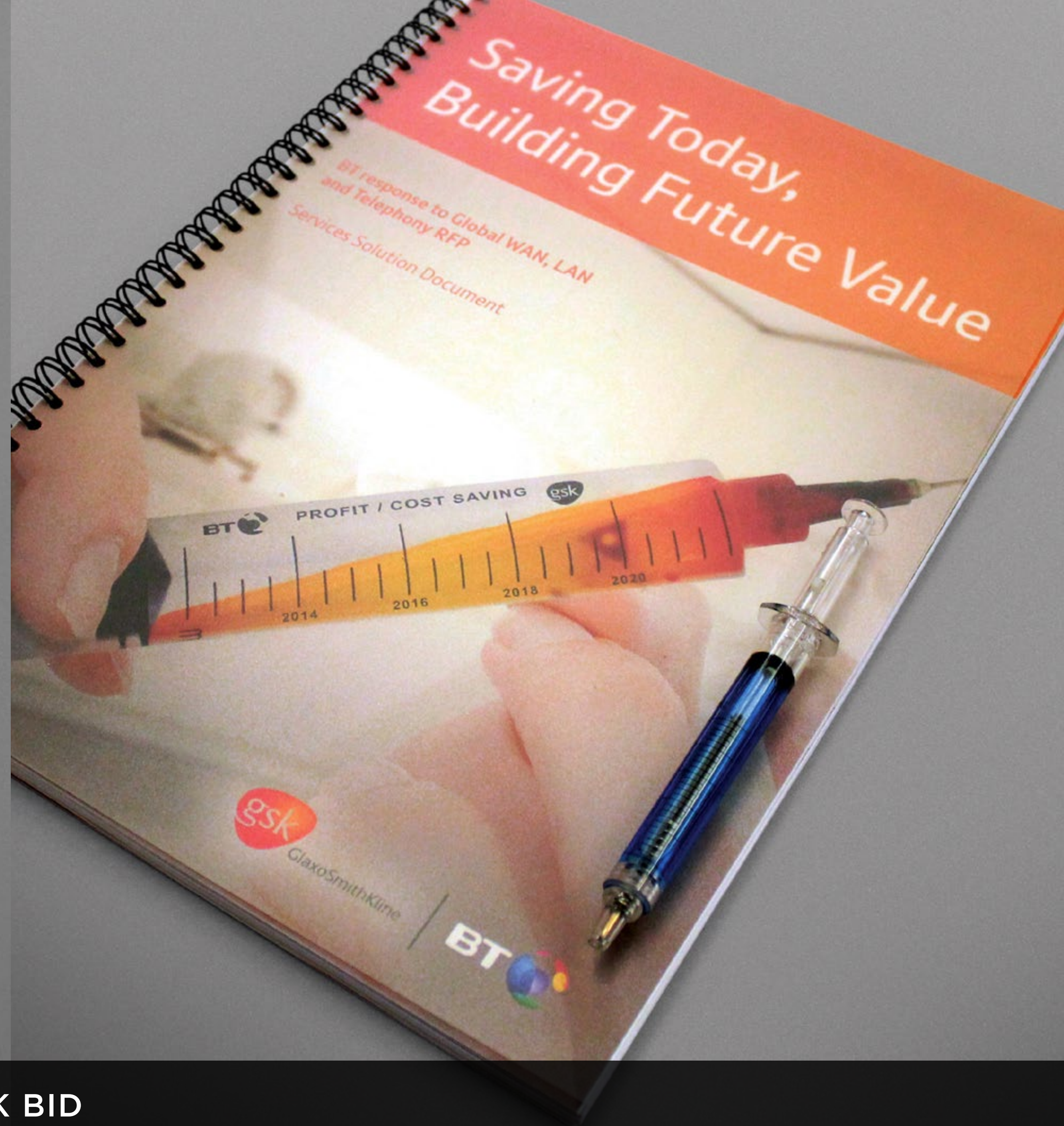
500ml

GSK BID

gsk GlaxoSmithKline



GSK BID



GSK BID



TESTIMONIAL

“I can’t speak highly enough about JPC to be honest. Their whole team carried us over the line during the recent Dixons RFP. Basically they give you all the support you crave for in BT to make a bid happen, all wrapped up in a perfectly formed ‘hit’ team.”

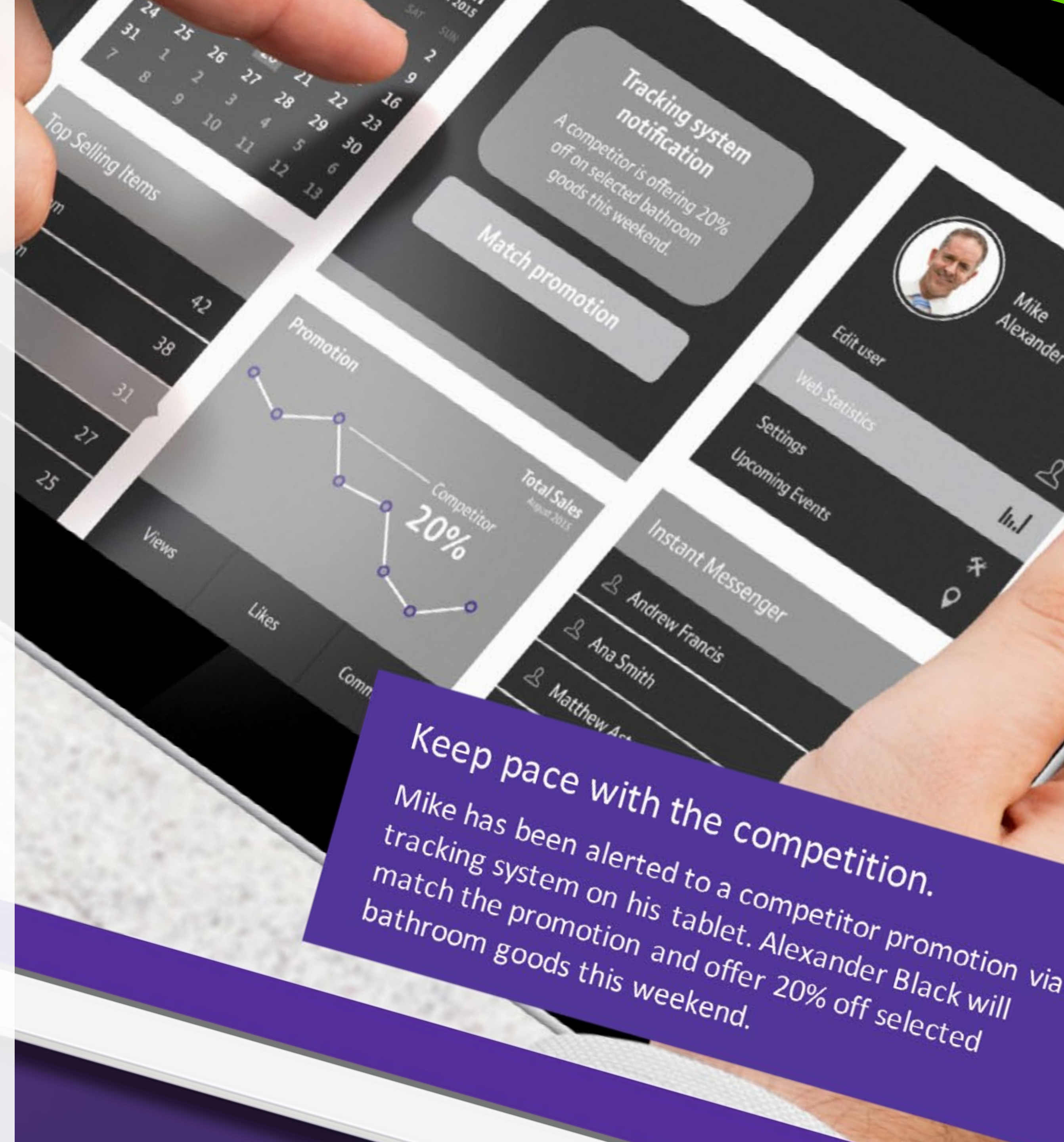
Account Director, Business Enablement, BT



SIMPLIFYING COMPLEXITY THROUGH SCENARIO SELLING

Another successful JPC/BT collaboration - the DILO - 'Day In the Life Of' scenario selling tool was conceived to help BT Global Services convey complex technical solutions through simplified, humanised storytelling.

Operating as a key tactic in opportunity conversion, training and sales enablement, the DILO format ranges from simple and affordable PPT, to video and interactive demos, and is now venturing into AR and VR to deliver a truly immersive experience.



Keep pace with the competition.
Mike has been alerted to a competitor promotion via tracking system on his tablet. Alexander Black will match the promotion and offer 20% off selected bathroom goods this weekend.

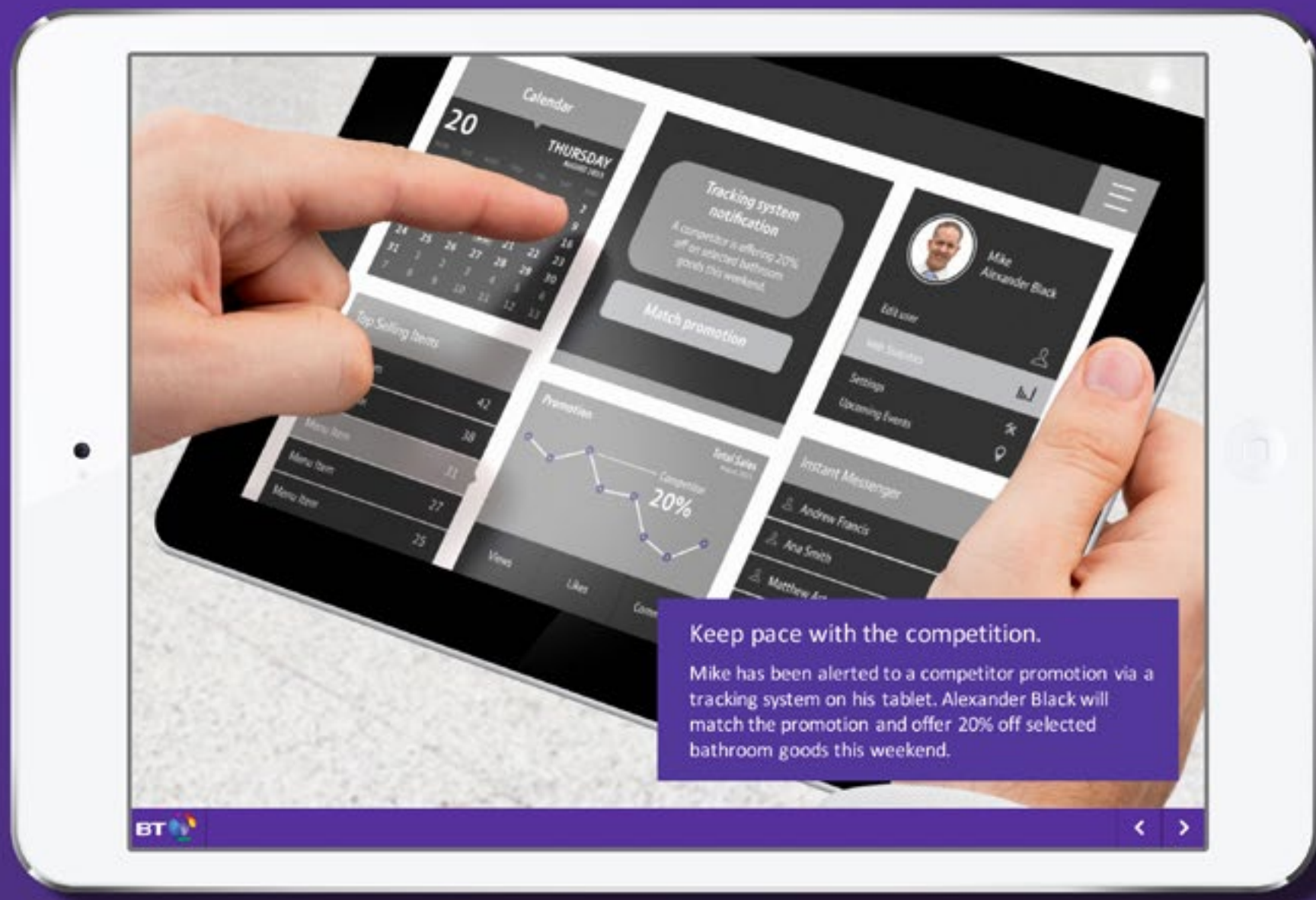


Alexander Black: The Store of the Future

Begin your journey →

BT





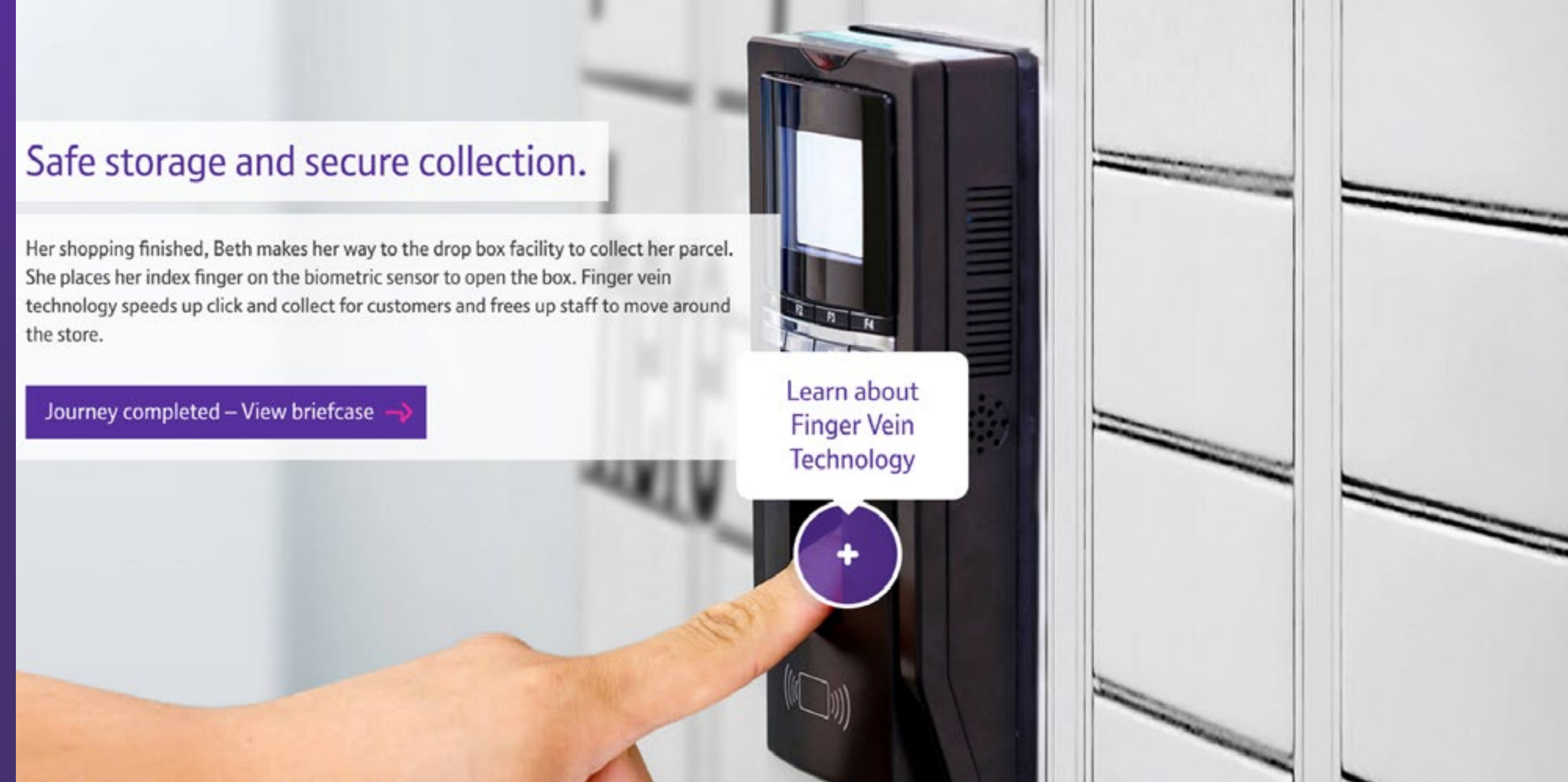
Keep pace with the competition.
 Mike has been alerted to a competitor promotion via a tracking system on his tablet. Alexander Black will match the promotion and offer 20% off selected bathroom goods this weekend.

Safe storage and secure collection.

Her shopping finished, Beth makes her way to the drop box facility to collect her parcel. She places her index finger on the biometric sensor to open the box. Finger vein technology speeds up click and collect for customers and frees up staff to move around the store.

Journey completed – [View briefcase](#) →

[Learn about Finger Vein Technology](#)



Strike the right note.

Mike has recently added in-store music as research indicates that the right music can motivate customers to make that final purchasing decision, and keep staff motivated during their day.

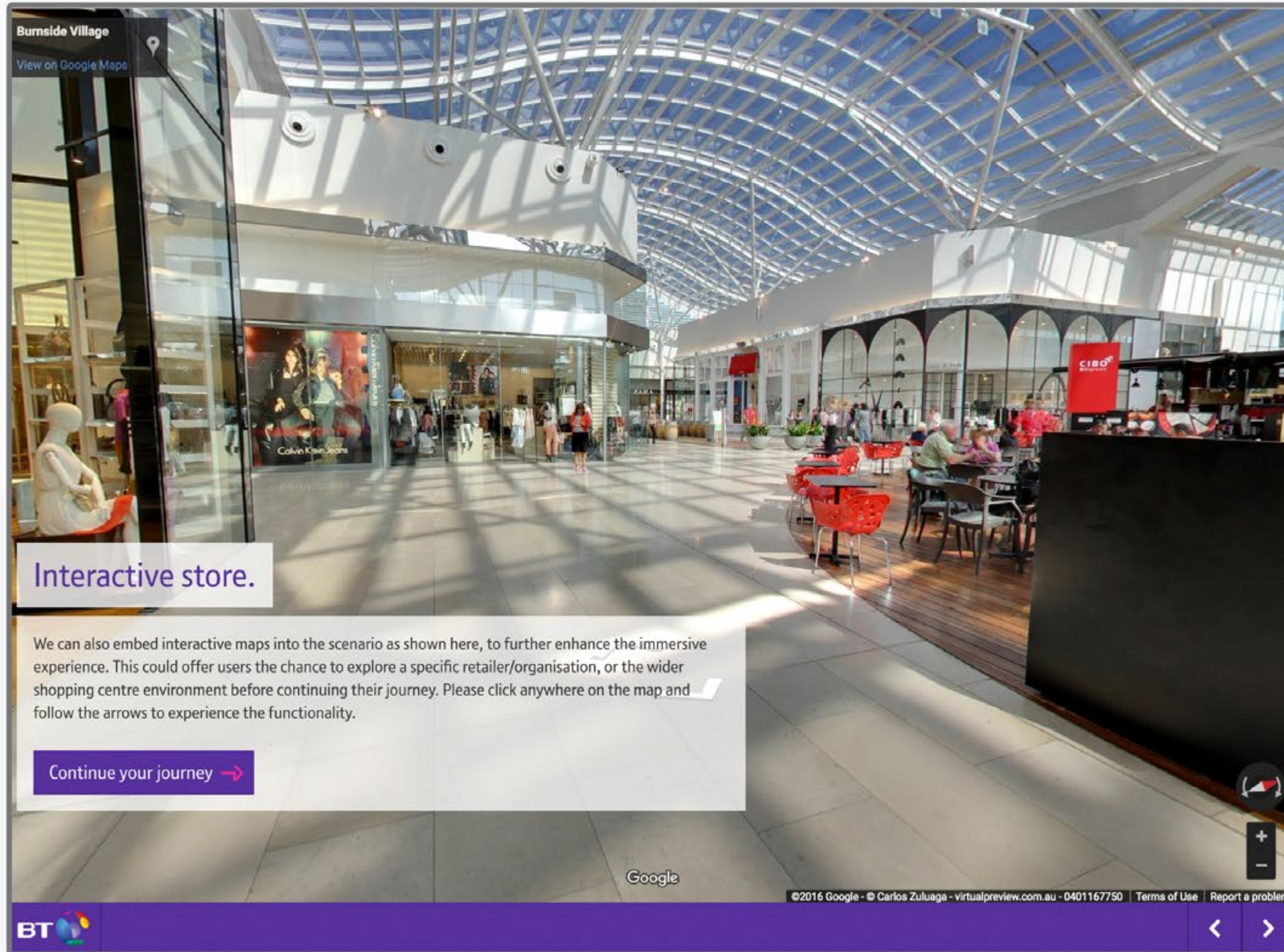
Alexander Black regularly stream pre-programmed departmental playlists to Mike's tablet that he can roll out across the store, confident that it is brand appropriate and that all performance rights & licensing have been taken care of.



Targeted selling.

Digital signage around the store recognises Beth's profile and her recent purchase, and displays an invitation to a fashion show for women's designer accessories that Alexander Black are hosting next week.

Beth is still looking for the finishing touches to her wedding outfit and signs up for the show on the spot. Because she uses the store smartphone app, her details are quickly retrieved without need for registration. She uses the camera on her smartphone to sign up for any future promotions the store is offering on this particular designer.



Burnside Village

[View on Google Maps](#)

Interactive store.

We can also embed interactive maps into the scenario as shown here, to further enhance the immersive experience. This could offer users the chance to explore a specific retailer/organisation, or the wider shopping centre environment before continuing their journey. Please click anywhere on the map and follow the arrows to experience the functionality.

[Continue your journey →](#)

Google

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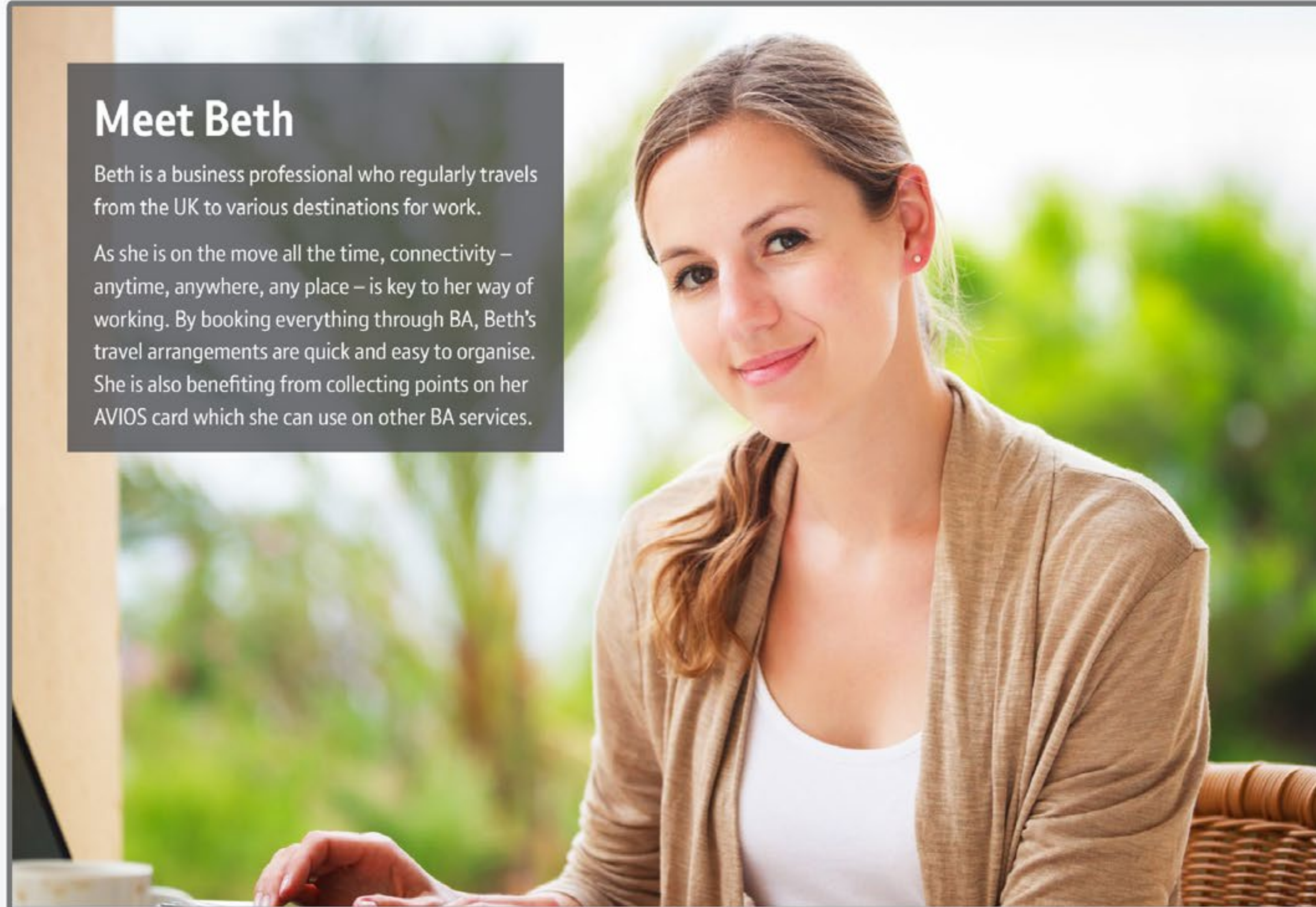
BT

< >

Meet Beth

Beth is a business professional who regularly travels from the UK to various destinations for work.

As she is on the move all the time, connectivity – anytime, anywhere, any place – is key to her way of working. By booking everything through BA, Beth's travel arrangements are quick and easy to organise. She is also benefiting from collecting points on her AVIOS card which she can use on other BA services.



LATEST CALLS

- Melanie White
- Andrew Francis
- Matthew Aster
- Ana Smith
- Nicholas Starys
- Nicholas Starys
- Matthew Aster
- ...

TRAVEL HISTORY

FROM	TO	HOTEL RATING
NEW YORK	MILAN	GRAND HOTEL DELTA ★★★★★
MILAN	LONDON	GRAND HOTEL DELTA ★★★★★
LONDON	NEW YORK	HOTEL NORTON ★★★★★
NEW YORK	PARIS	HOTEL NORTON ★★★★★
PARIS	LONDON	HOTEL NORTON ★★★★★
LONDON	BERLIN	HOTEL NORTON ★★★★★
BERLIN	NEW YORK	HOTEL NORTON ★★★★★
NEW YORK	ROME	HOTEL NORTON ★★★★★

Beth

PHOTO: Beth

PREVIOUS TRIPS: NEW YORK, LONDON, PARIS, BERLIN, MILAN

PREFERENCES: HOTEL NORTON

BRITISH AIRWAYS

Seeking assistance

With Beth's details, call history and CRM data logged via the in-built call centre clienteling tool, the BA call centre representative is able to personally greet Beth with an instant view of all her trips to date. The agent can see that Beth gave a high rating to the hotel she stayed in last time she went to New York. Beth is happy to stay there again and completes the booking.

IAG | BT

Building a new IT organisation for sustainable growth together 5

Travel plans

After the call, Beth receives an instant summary of her trip direct to her tablet via the BA app. She can view information about her flights, hotel, travel documents, car hire and can even order her US dollars directly.

To make sure Beth makes the most of her trip, BA also send her a personalised video showing what's on in New York during her visit. Beth uses the 'book now' alert to select the events that interest her.

BRITISH AIRWAYS

YOUR VIDEOS

Me & New York - 2015 duration 0:27

BOOK NOW

Related Videos

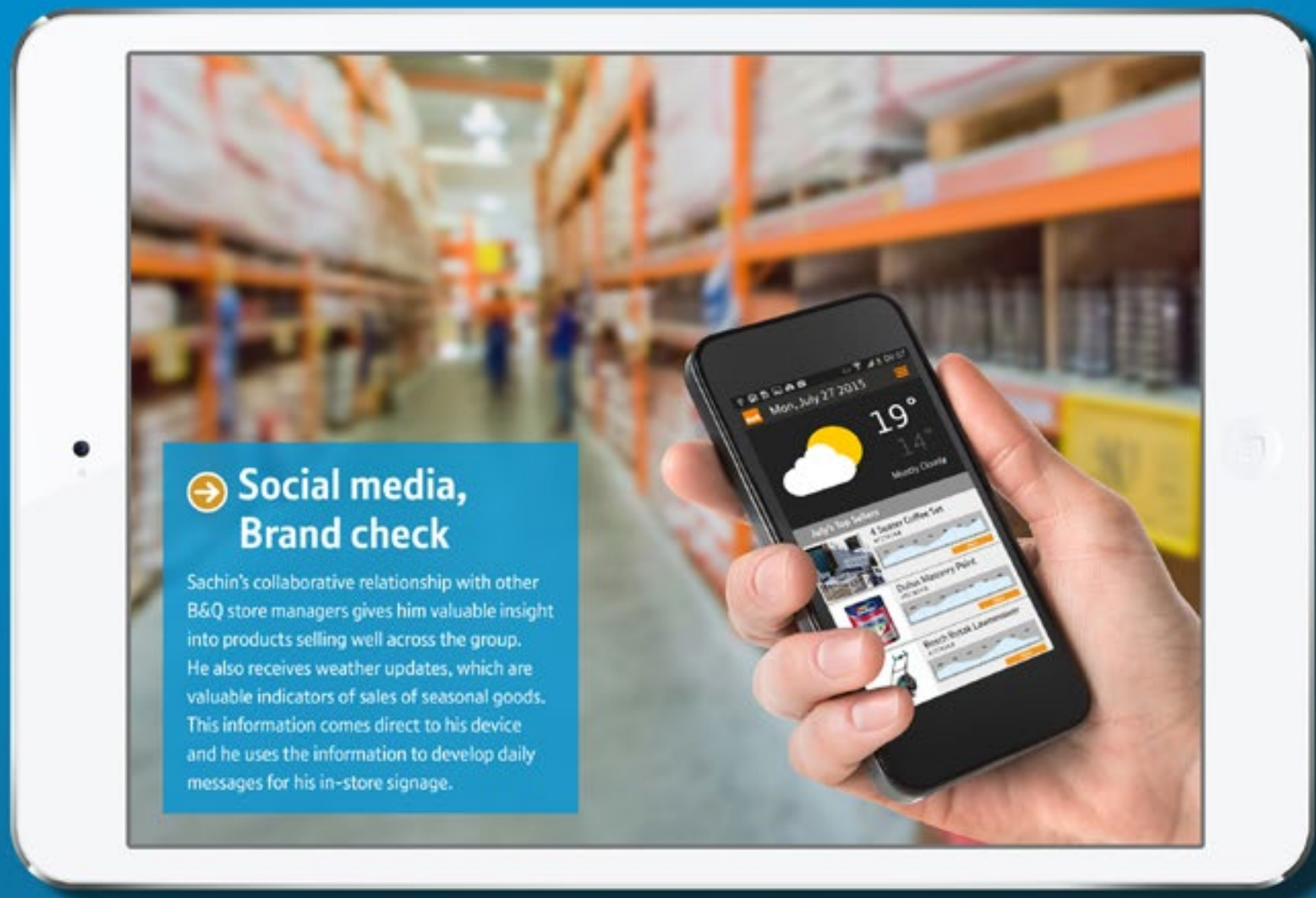
ROUTE	SEARCH HOTEL
NEW YORK x MILAN	★★★★★
MILAN x LONDON	★★★★★
LONDON x NEW YORK	★★★★★



→ Personalised customer profile

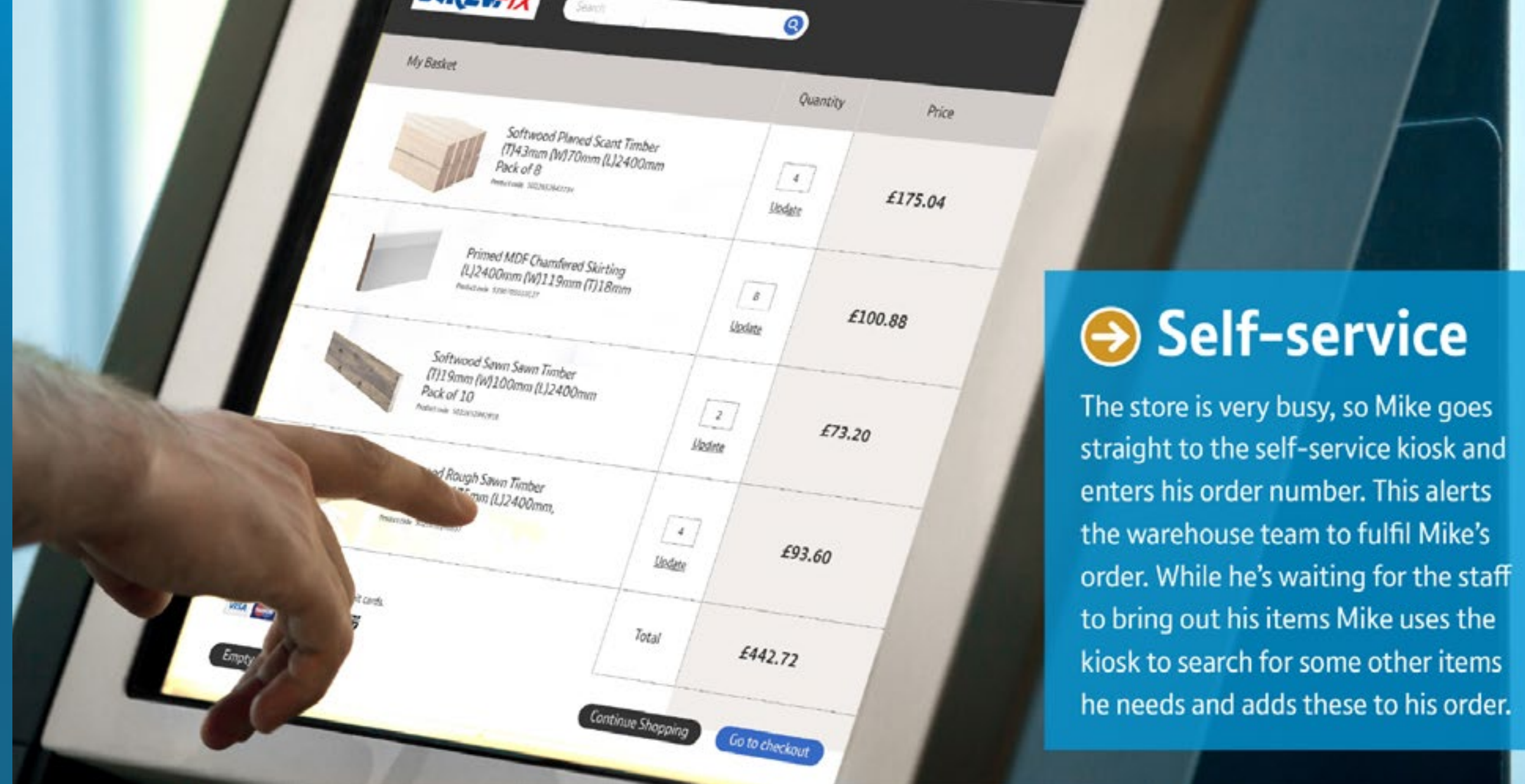
As Beth browses a member of the B&Q team – alerted to her arrival via her mobile device – approaches Beth with a BT clienteling enabled tablet, which gives her a personal profile of her requirements, including her online video session. The personalised service she receives from B&Q really brings her design to life.





➔ **Social media, Brand check**

Sachin's collaborative relationship with other B&Q store managers gives him valuable insight into products selling well across the group. He also receives weather updates, which are valuable indicators of sales of seasonal goods. This information comes direct to his device and he uses the information to develop daily messages for his in-store signage.



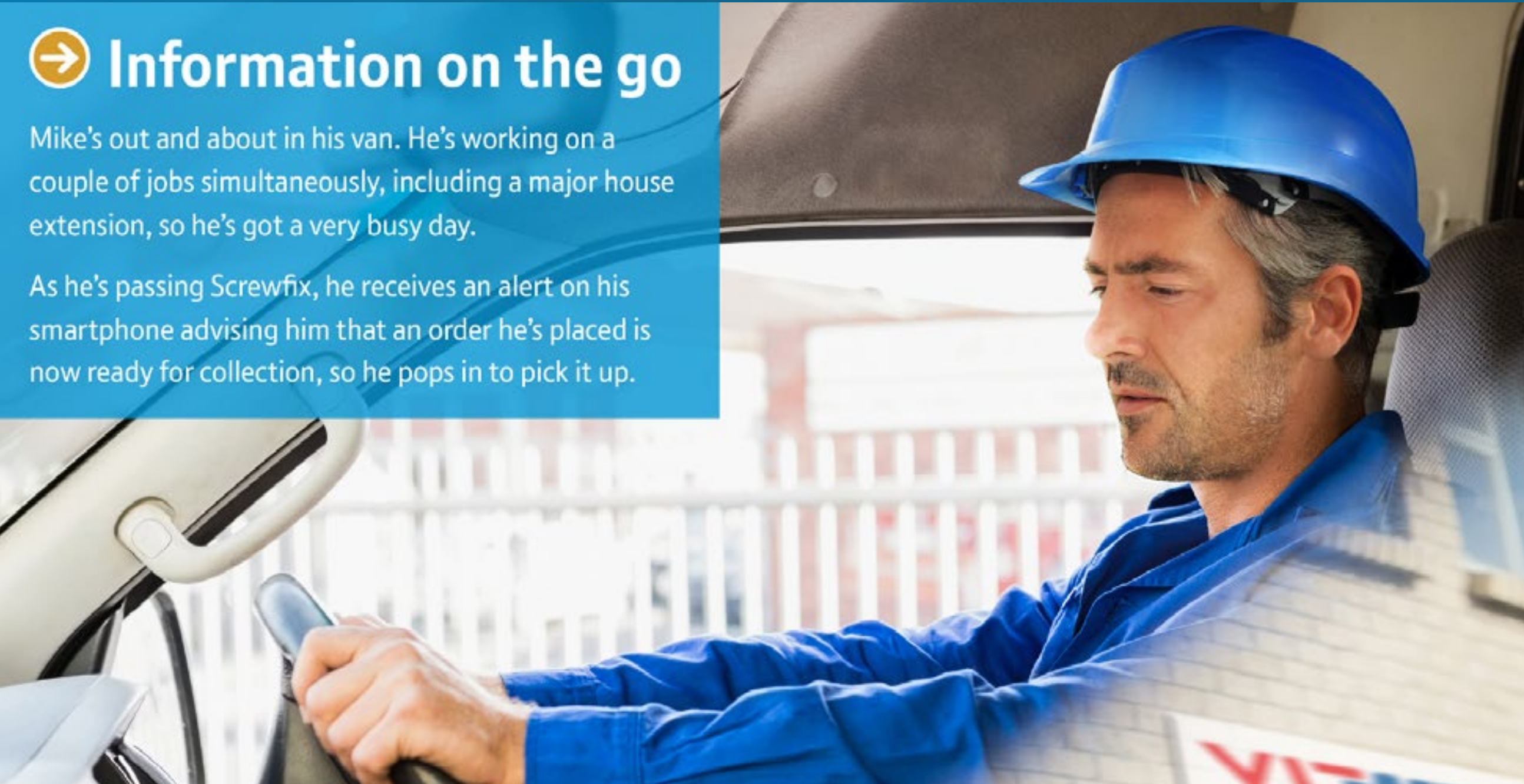
➔ **Self-service**

The store is very busy, so Mike goes straight to the self-service kiosk and enters his order number. This alerts the warehouse team to fulfil Mike's order. While he's waiting for the staff to bring out his items Mike uses the kiosk to search for some other items he needs and adds these to his order.

➔ **Information on the go**

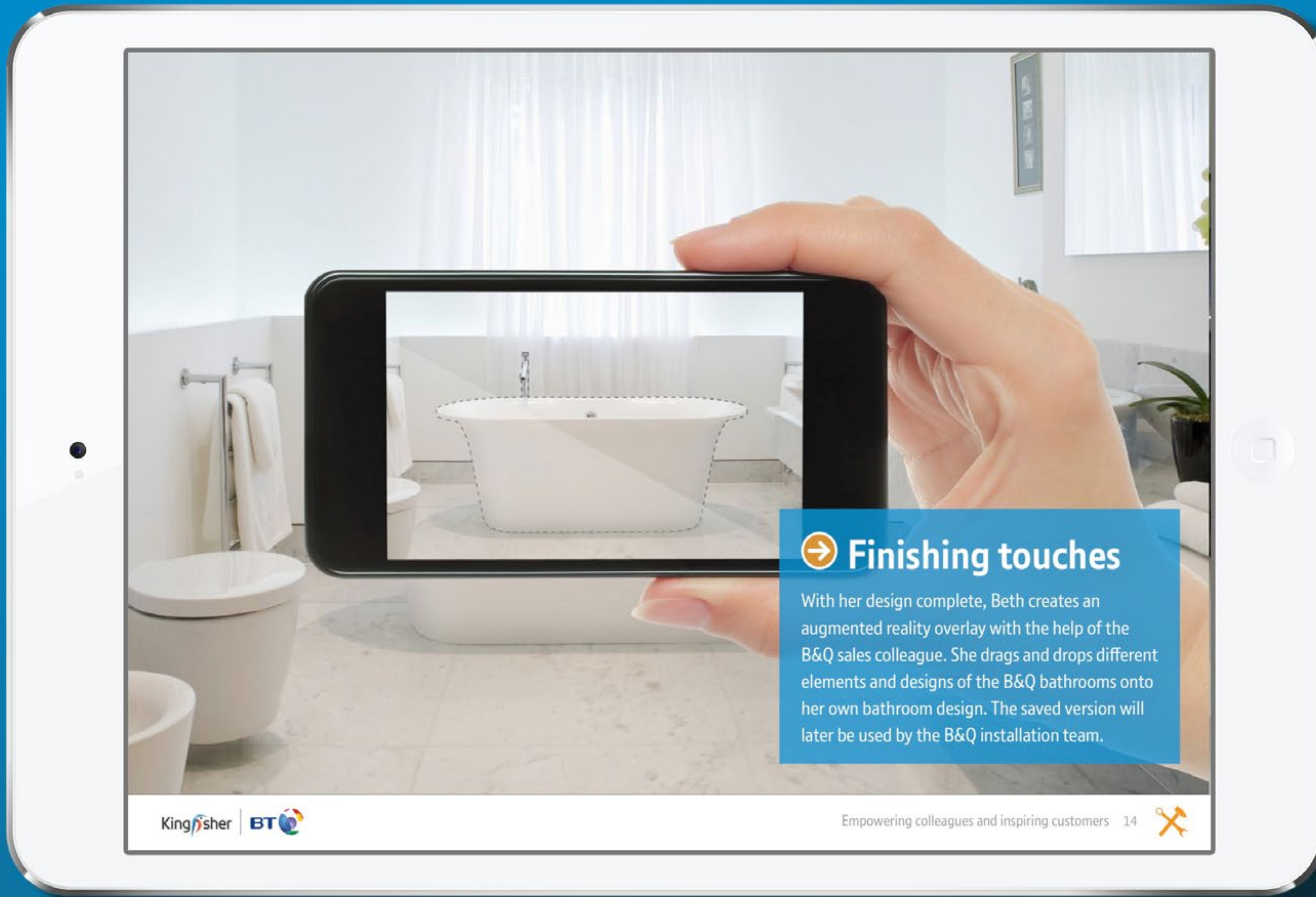
Mike's out and about in his van. He's working on a couple of jobs simultaneously, including a major house extension, so he's got a very busy day.

As he's passing Screwfix, he receives an alert on his smartphone advising him that an order he's placed is now ready for collection, so he pops in to pick it up.



➔ **Inspire**

A customer asks Sachin for some inspiration on creating her perfect kitchen. She's got quite a few ideas but needs support to actually visualise her designs. Sachin asks his kitchen team specialists to document her ideas using the CAD design application. The 3D visuals with augmented reality brings her design to life and help Sachin make some additional suggestions to improve her design, and conclude the sale.





Bethany,
a first-time
home-buyer



Kate,
a busy 32-year-
old mum



Barbara,
a 65-year-old
pensioner



Sachin,
a Post Office
Sub Postmaster



INTERACTIVE DAY IN THE LIFE SCENARIO

MEET BETHANY

She uses Post Office services to get access to expert advice, as well as other personalised information that comes directly to her smartphone. She's looking to buy her first home, and new technology at the Post Office enables her to learn all she needs.



PERSONALISED VIDEO:

Knowing that Bethany was sent information on recent mortgages and insurance, she is sent a follow-up promotion in the form of a personalised video that plays very specific content based on the CRM data that the Post Office hold on Bethany. The video not only gives more info, but also offers discounts and personalised rates on mortgages based on her credit history. The video gives Bethany a personal actionable offer. She is able to watch the video, as many times as she wants, at her leisure.



TURNING SHOWCASES INTO EXPERIENCES

The [BT Centre London Showcase](#) was our 22nd for BT, having designed and rolled out a consistent global footprint across the UK, Europe, AsiaPac and the Americas. Our approach combines deep immersion with inspirational brand story, demonstrating BT's reputation for innovation and taking customers on a highly personalised journey, targeted at their individual concerns and challenges.



Welcome to your showcase.



Welcome to
your showcase.





BT CENTRE LONDON - FULL SHOWCASE REDESIGN 2017 - LAUNCH EVENT



BT CENTRE LONDON - FULL SHOWCASE REDESIGN 2017



BT CENTRE LONDON - FULL SHOWCASE REDESIGN 2017

Connecting for
a better future



BT ONE DEMONSTRATION AREA - BT CENTRE, 2011



BT ONE DEMONSTRATION AREA



BT ASSURE DEMONSTRATION AREA

BT Global Services Australasia Overview



The leading provider of networked
IT services in Australasia



BT Global Services Australasia Overview



Your world at the
centre of ours



SYDNEY SHOWCASE



SYDNEY SHOWCASE

works. Happier customers.



that think

relationships that grow

DELHI SHOWCASE

mers.

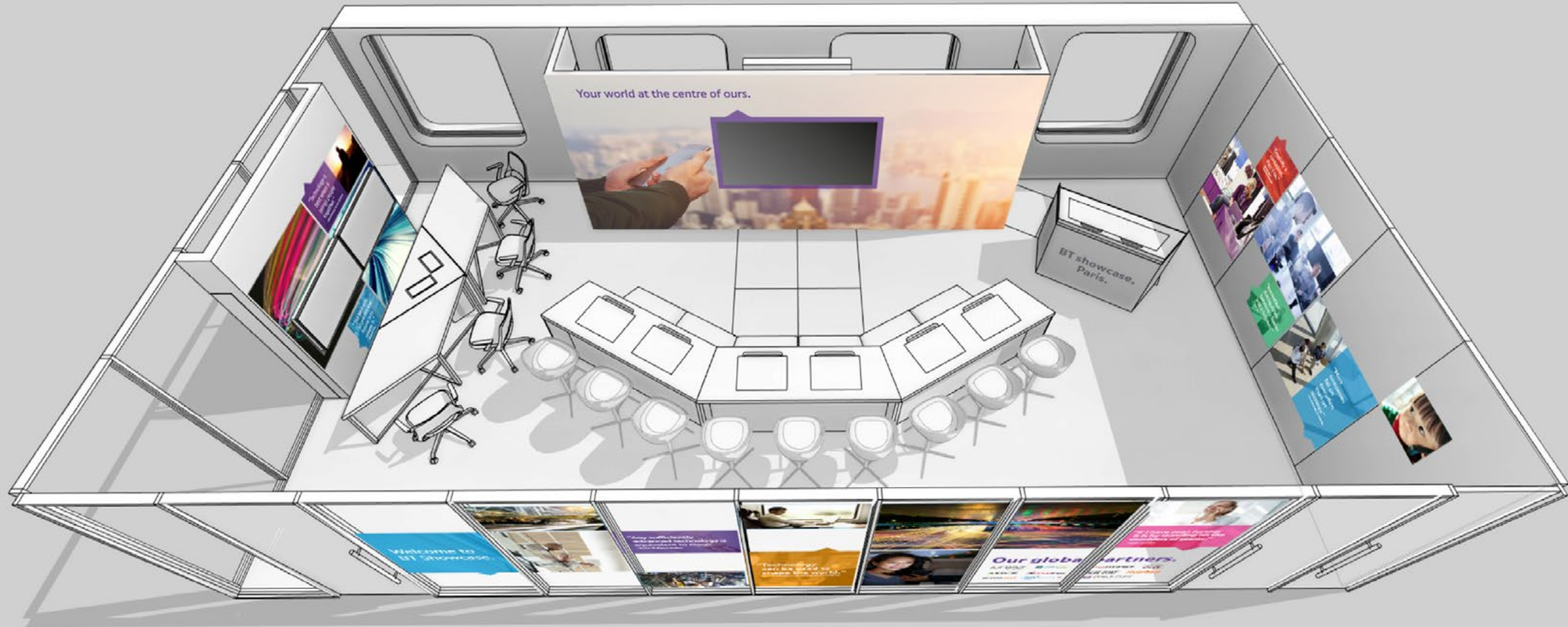


Your world
centre of



expand your customers' horizons





PARIS SHOWCASE DESIGN



MADRID SHOWCASE



"Creativity is contagious. Pass it on."
- Albert Einstein, Physicist & Philosopher

"If I have seen further it is by standing on the shoulders of giants."
- Sir Isaac Newton

"The best way to predict the future is to create it."
- Peter Drucker

"Innovation distinguishes between a leader and a follower."
- Steve Jobs

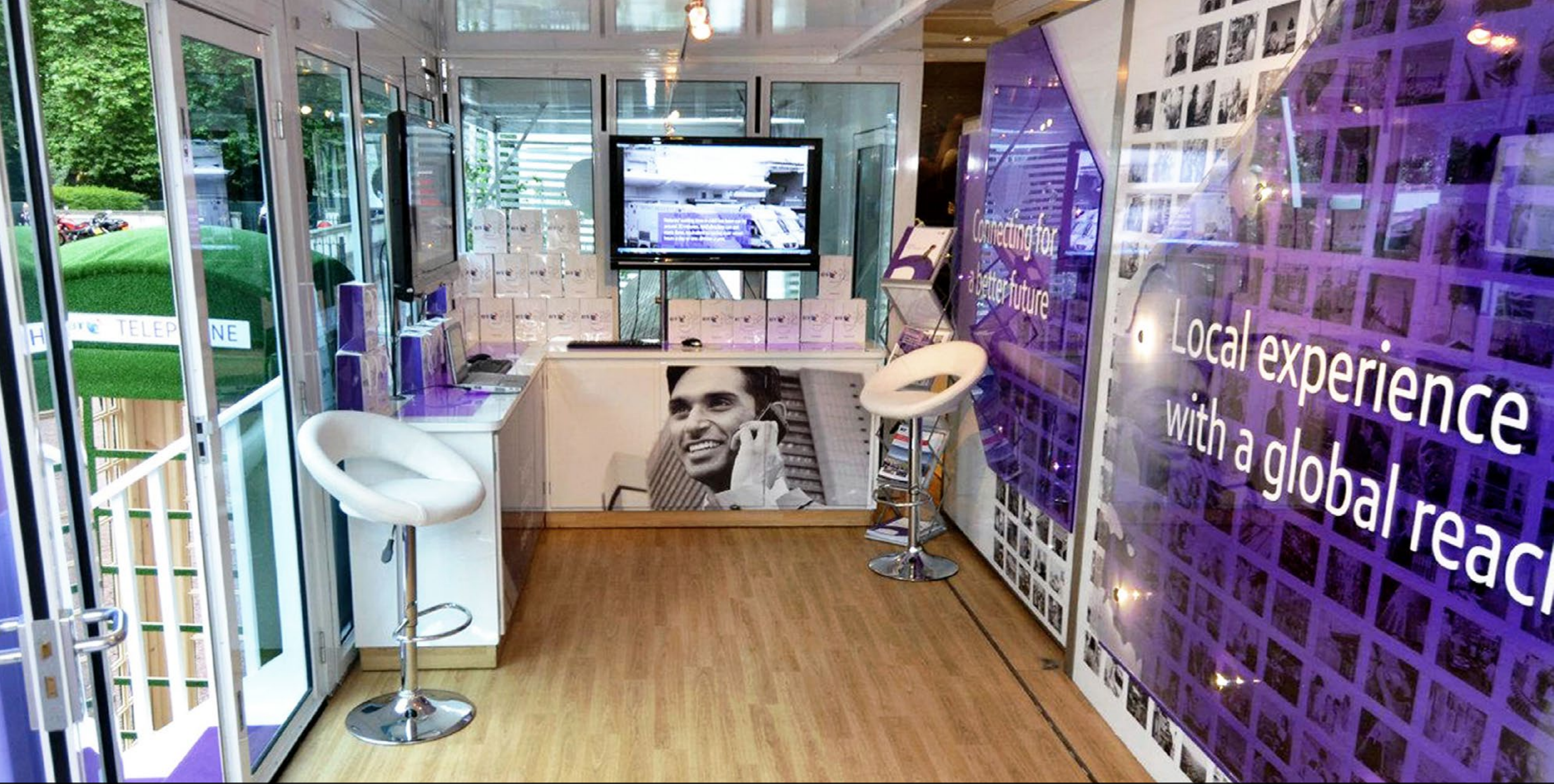
MADRID SHOWCASE



SEVENOAKS SOC DESIGN



VEHICLE FOR CHANGE - MOBILE EXHIBITION TRAILER



VEHICLE FOR CHANGE - LANCASTER HOUSE 2012 EVENT

Your world
at the centre
of ours



VEHICLE FOR CHANGE - LANCASTER HOUSE 2012 EVENT



BT iNET - OXFORD



WHY DOES IT TAKE ALL MY TIME MANAGING THE MANAGEMENT SYSTEMS?

IT WOULD BE HANDY TO GET SOME ACTUAL WORK DONE TODAY!

BT iNet

IS IT ME? OR IS THIS REALLY CONFUSING?

WHEN SOMEBODY FIGURES OUT THE PROBLEM THIS SOLUTION WAS INTENDED TO FIX, CAN THEY TELL ME WHAT IT WAS?

BT iNet

HE'S TELLING ME TO CUT COSTS. SHE'S TELLING ME TO IMPROVE SYSTEMS. DO I LOOK LIKE A MAGICIAN?

NO I CAN'T, BUT HAVE YOU SEEN MY RABBIT OUT OF A HAT TRICK?

BT iNet

PRIVATE PUBLIC CUMULUS

WHERE'S THE SILVER LINING?

YOU COULD TRY A PLANE UP FOR A CLOSER LOOK, SIR!

BT iNet



TESTIMONIAL

“JPC has been a long-term partner for us and is one of our core strategic marketing agencies that we’ve been working with, particularly when it comes to making sure our showcases bring that wow factor on a global basis. The reason I’ve always worked with JPC on the showcases, but also in terms of other marketing activities, is because they bring this extra little bit of creativity – this extra little bit that has got that wow factor in it, that helps us differentiate in the market and in front of our clients.”

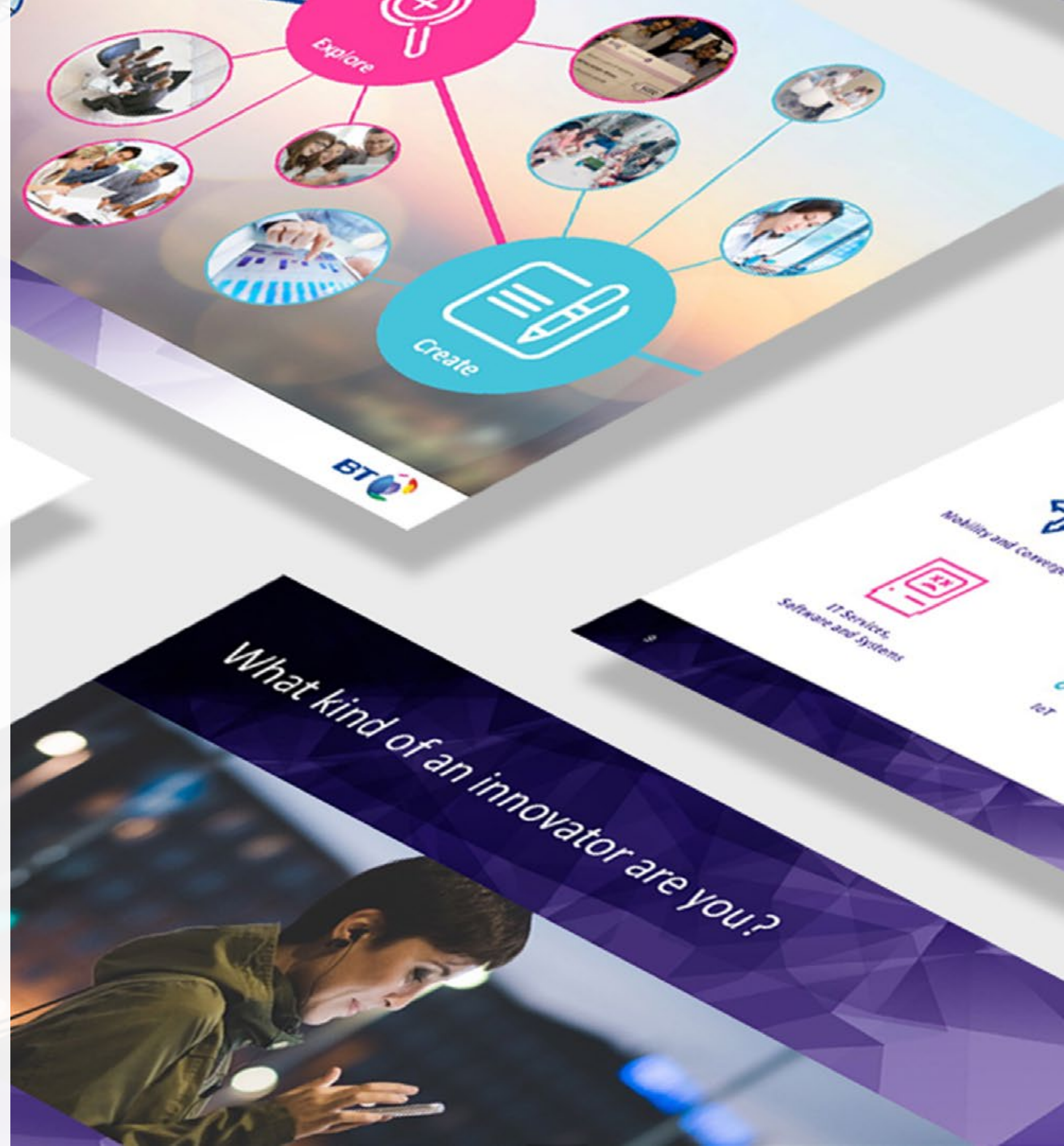
Marketing Director, UK Markets at BT Global Services



BRINGING BT'S INNOVATION TO LIFE

Selling innovation requires an equally innovative approach. BT had the innovation assets, but lacked the joined up story to take both internal sales people and end customers on the journey.

We devised a simple methodology: Inspire, Explore and Create, which we brought to life via an interactive customer presenter and script that allows every innovation journey to be unique.





PLAYBOOK & CONTENT DEVELOPMENT

The challenges you face.

At BT, innovation is the life blood of our business.

We're **one of the largest R&D investors** in the UK. Last year alone we invested

£472 million 

We have a **worldwide portfolio** of more than **4,700** patents and applications 

In 2015/16 we led patent applications for **97 inventions**

We have more than **13,000** scientists and technologists **and eight** development centres across the world 

Inspire. Explore. Create.



Inspire.



Innovation can take many forms – but it always starts with a single idea. Whatever your challenge or aspiration, we have a wealth of resources aimed at igniting the sparks of inspiration. From our global innovation showcases to our strategic engagement with universities, you can trust us to get your innovation journey off to a successful start.

Our in-house applied research network and strategic university programme

Global innovation showcases

Customer innovation and design showcase at Adastral Park

Our global research network

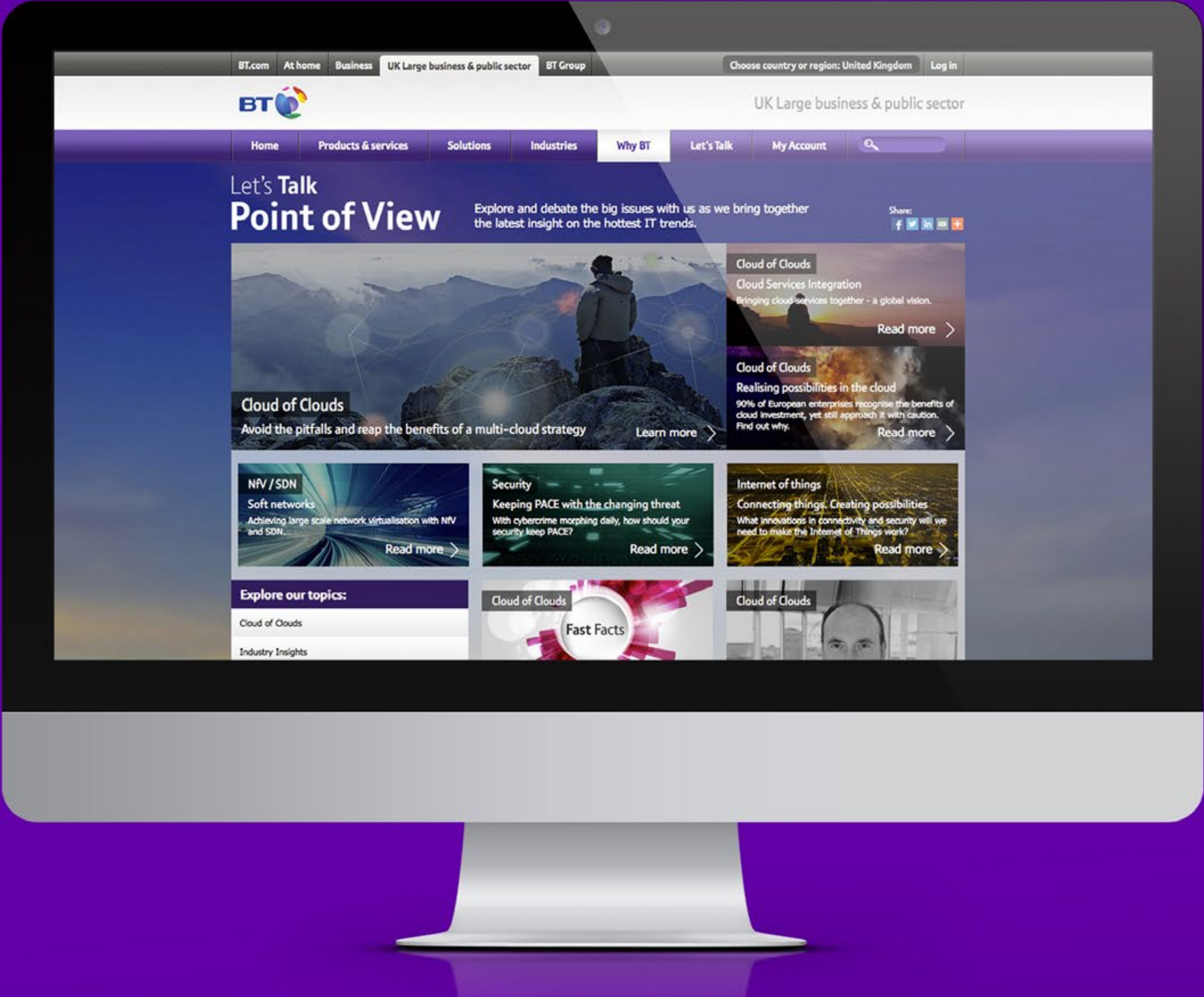
Innovation scouting



RAISING BT'S THOUGHT LEADERSHIP PROFILE

JPC created a stand-out programme to raise BT's profile in hot topic areas such as Cloud of Clouds, IoT and Security. Our [Let's Talk Point of View hub](#) worked within the constraints of the existing BT GS website, aggregating BT's best thought leadership and aligning it under an original focus. We also co-created a series of white papers, infographics, fast-facts and opinion-led content to appeal to a varied audience base, channels and formats.





INTEGRATED THOUGHT LEADERSHIP PROGRAMME

Is the next technological revolution already here? The Internet of Things is already transforming our daily lives, our health, education and businesses. And it has the potential to do much more. The Internet of Things is developing quickly. It's a phenomenon we've been involved with from the start. And we're helping to shape it. We've built a data exchange in Milton Keynes, the UK's first smart city. We've created life-changing applications like Telehealth which lets people manage their own medical conditions. And we're using our expertise to keep connections secure. There are about five billion devices on the Internet of Things already, but there will be 25 billion by 2020. 250 million of them connected cars. All these connected objects offer unlimited potential for us to learn how to use them more efficiently, conserve valuable resources and provide better services.

Connecting Things. Creating Possibilities. A point of view

Handling the pressure
Along with those opportunities, the Internet of Things presents technical and security challenges. The coming tidal wave of data means that 50 per cent of IT networks will struggle to cope, and 10 per cent could be overwhelmed, as early as 2018. The need to connect millions of low-powered devices calls for completely new types of WAN technology.

Alliances and partnerships
Among developers and service providers are crucial to make the systems run smoothly.

And we'll all have to deal with concerns about security, privacy and data protection. Research from IDC suggests that 90 per cent of all IT networks will have a security breach related to the Internet of Things by 2017. The UK Government has committed £1.6bn of funding to develop standards. In the US, the Federal Trade Commission is urging businesses to consider the privacy and security risk of connected devices and improve employee training and awareness. Add the challenges of big data management and analytics, and of developing applications which benefit businesses and society alike, and most organisations will be looking for someone they can trust to guide them. Having a networking partner with the right reach, capacity and expertise, and one who's already investing in these new technologies, will be vital.

A guide you

We've been involved in the... applying our expertise in... pioneering data exchange... We have one of the most... leaders in cyber security... to help you make the...

Bringing cloud services together

A point of view



Connecting things.
Creating possibilities.

A point of view

Keeping
the ch

A point of view

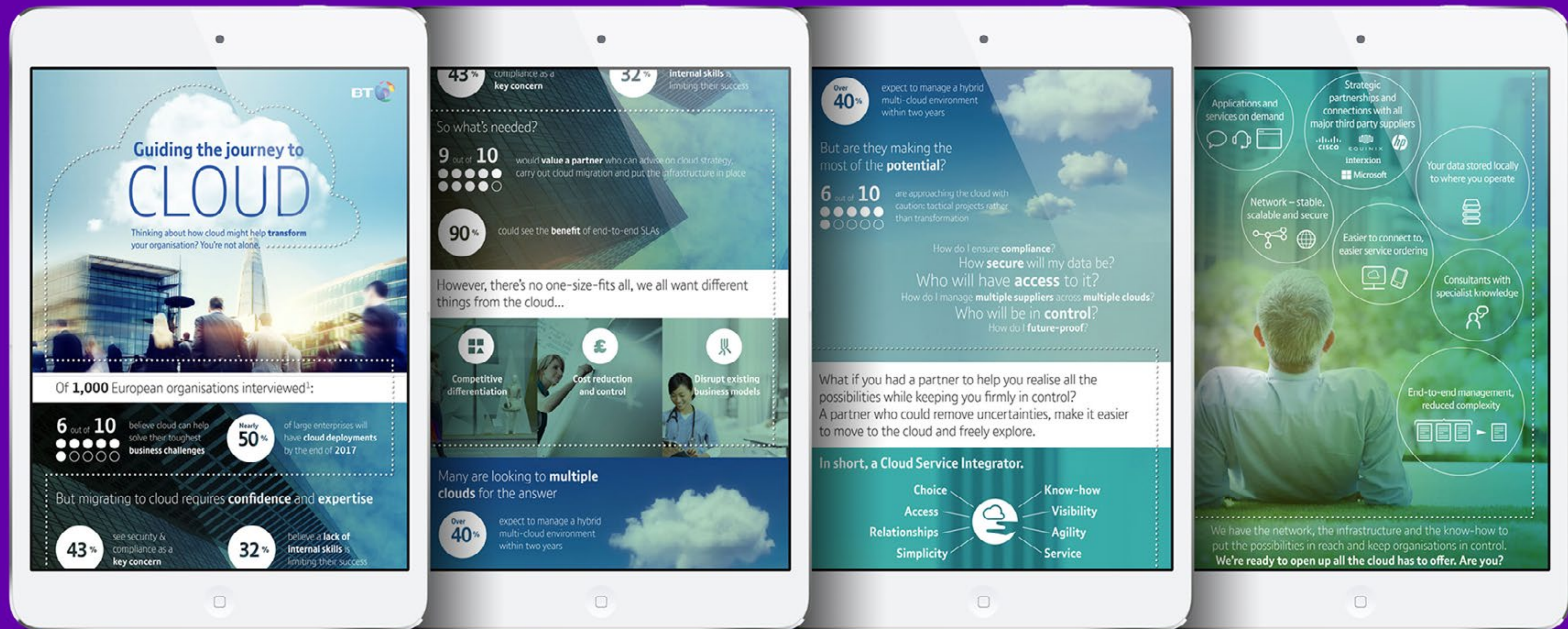
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COLLATERAL DEVELOPMENT

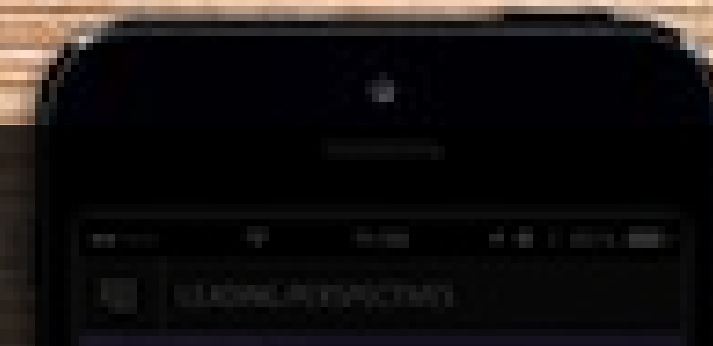
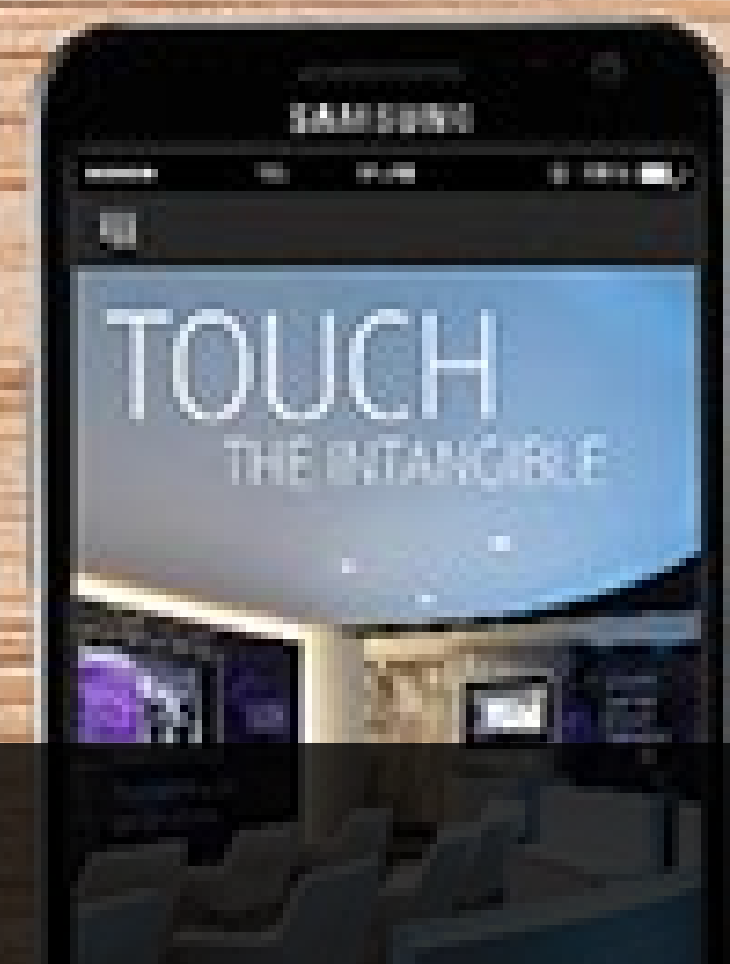
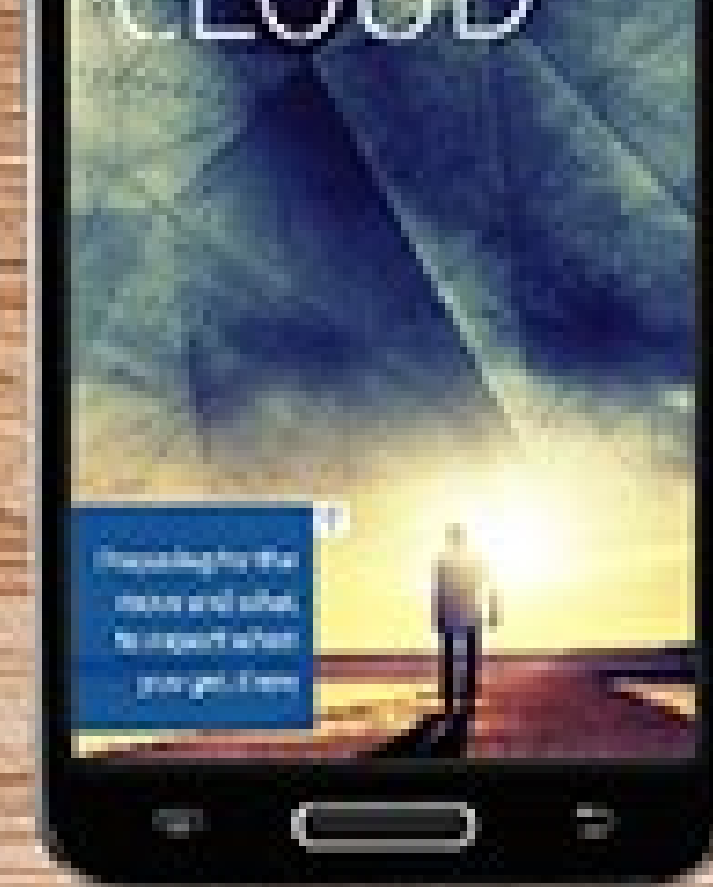
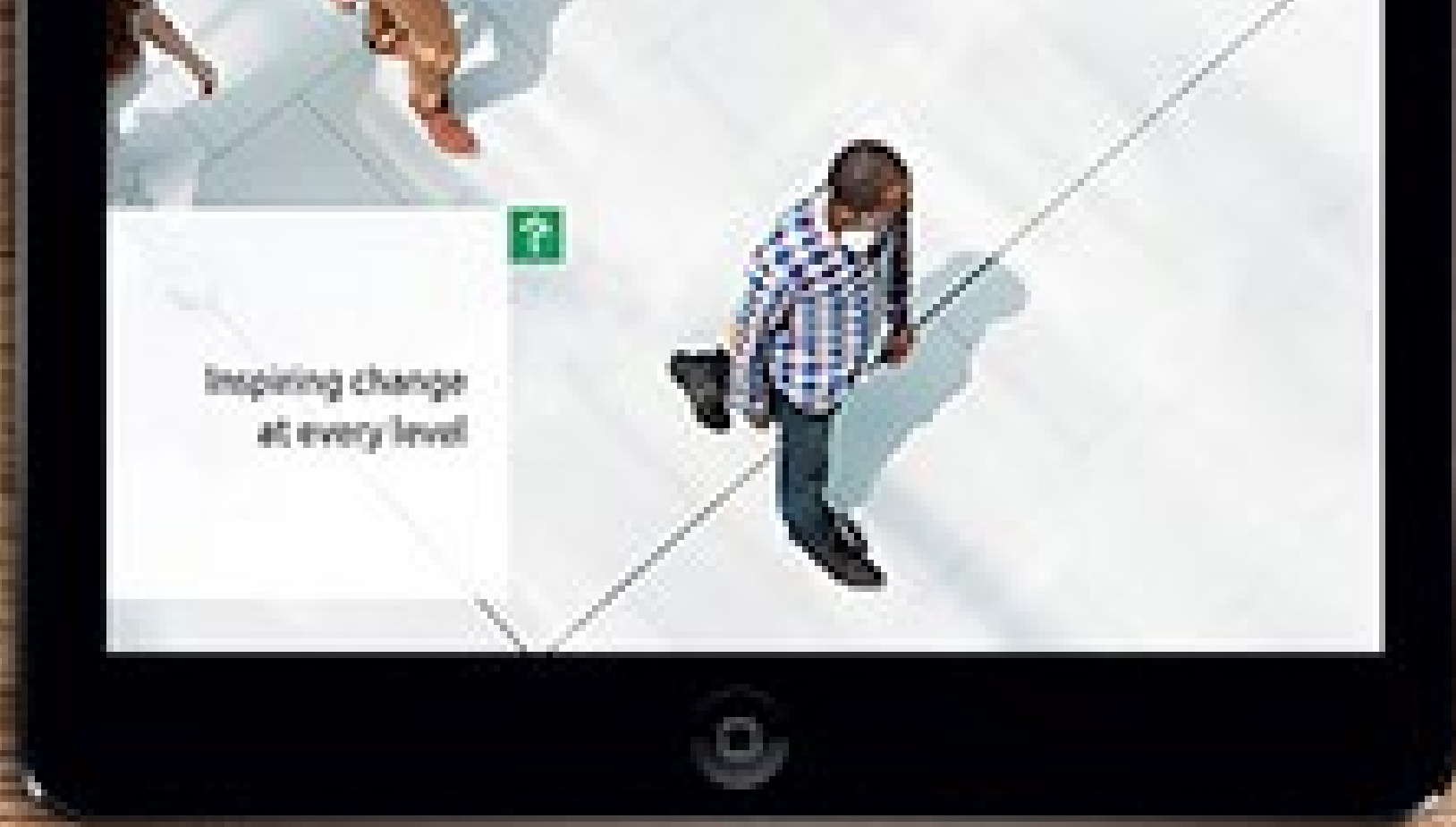


INTERACTIVE INFOGRAPHIC

CREATING A GLOBAL E-ZINE

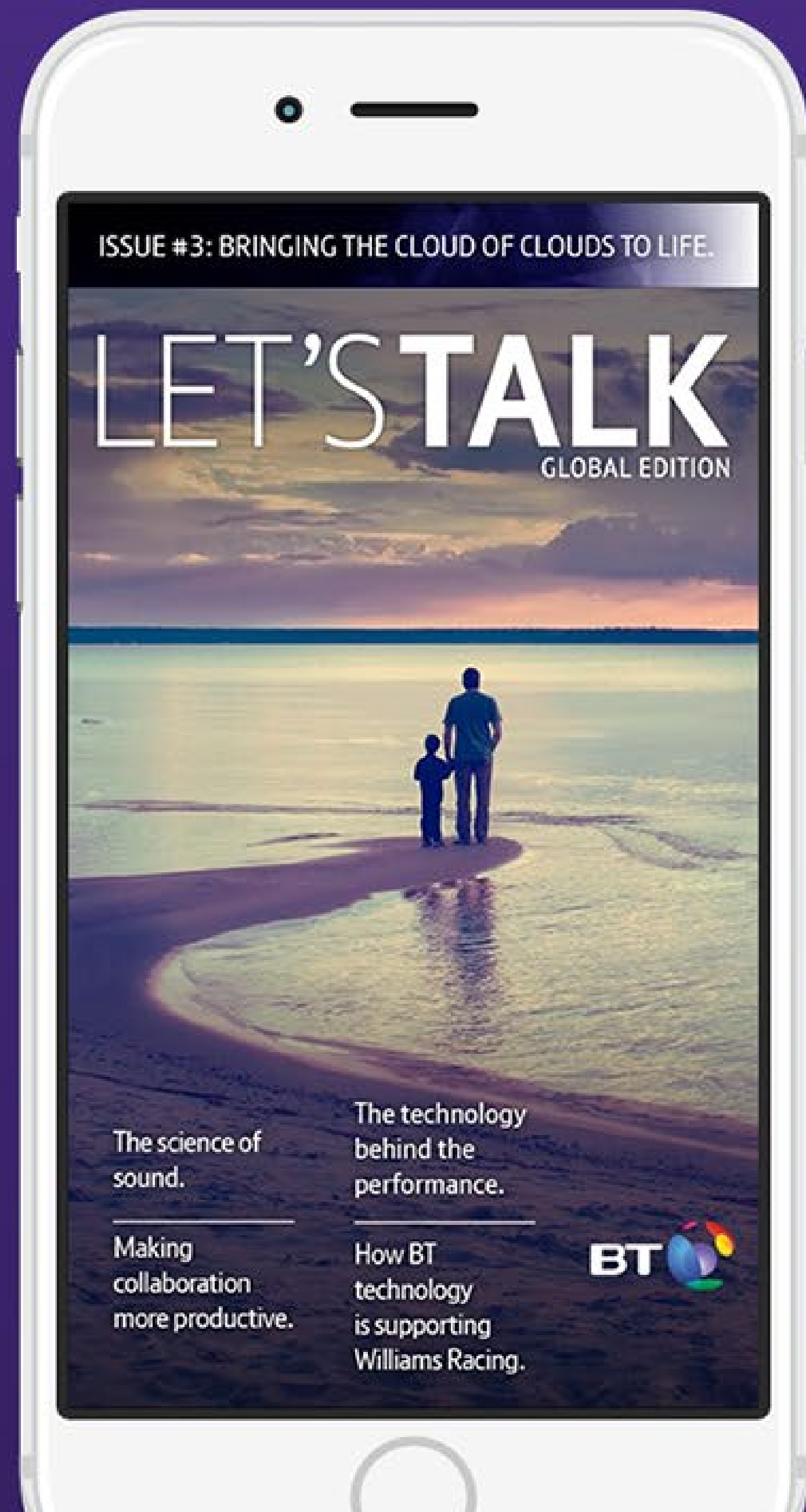
Already ahead of the curve with the BT Let's Talk platform, BT needed to target insightful content directly to an often time-poor audience. But they wanted a platform that would maximise their existing content efforts. JPC & BT collaborated to design, build and publish the Let's Talk Global Edition e-zine. Compatible with Android, Windows and iOS, the app pushed content directly to subscribers, while driving back to the BT site via carefully edited connected content links.



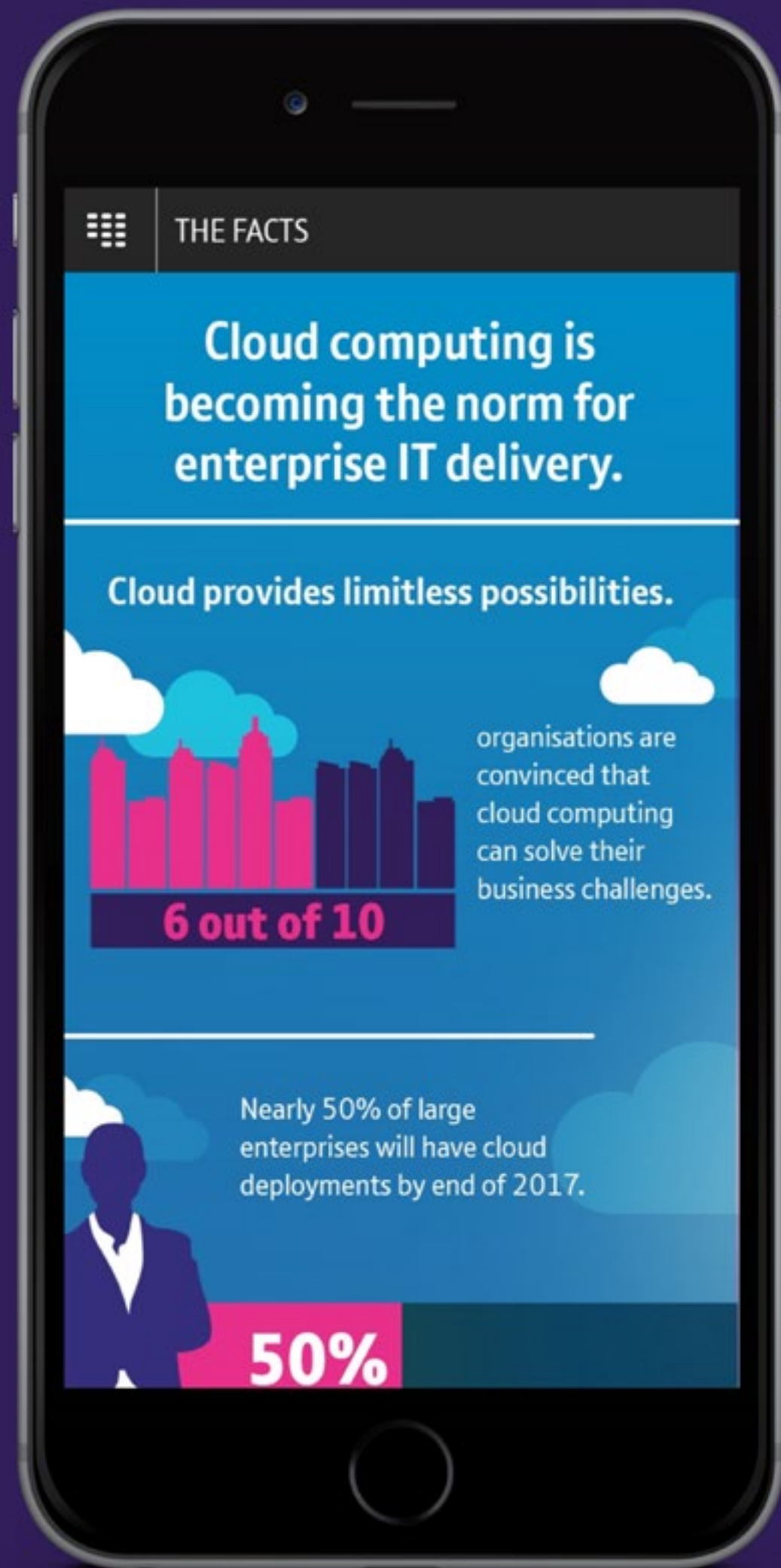


IDENTITY & UX DEVELOPMENT





CROSS PLATFORM MOBILE APP CREATION





TESTIMONIAL

“JPC have significantly helped reinvigorate the BT GS communication mix via their undoubted creative and strategic ability. They have made us think differently, have consistently delivered on time and on budget and have achieved strong sales results for the Global Services’ business through their fresh and integrated approach”

Head of Marketing, BT Global Services

ing cloud
s together

#3: BRINGING THE CLOUD OF CLOUDS TO LIFE.

ET'S TALK
GLOBAL EDITION

FOR MORE INFORMATION PLEASE CONTACT

Claire Carsberg

Email. claire@thinkjpc.com

Tel. +44 (0)207 326 5980

Mob. +44 (0)7825 413895

The science of
sound.

Making
collaboration
more productive.

The technology
behind the
performance.

How BT
technology
is supporting
Williams Racing.



MAKING THE COMPLEX COMPELLINGLY SIMPLE

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“With self-management we can break the cycle of crisis, emergency admissions and And replace it with lar monitoring, timely personalised response, nfidence. All of also adds up to more y an less cost.”

