



Work together. Get it done

What BT Conferencing can do for you



Do you need your people to do more without staying late at the office?

Do you want to save the planet without killing your profits?

Or do you need to cut your costs without stifling your workforce?



3 challenges you're facing

Today, all organisations – from SMEs to multi-nationals, and even governments – face three major challenges conferencing can help with.

- 1 First, there's the increasing pressure to get more done. That means delivering higher performance by increasing productivity, reducing costs and speeding up decision making.
- 2 Second, there's pressure to reduce your impact on the environment.
- 3 And third, there's the need to attract and retain the best people. That means taking a flexible approach to working.

So here's the good news: there's an answer. Whatever you need to do, conferencing helps your people and systems work better together.



£169,000,000*

That's how much we saved BT employees in travel costs in one year.

62,101 tonnes*

That's how much CO₂ we saved for BT in one year.

1,087,118*

That's how many face-to-face meetings at BT that were eliminated by using conferencing.

*Source – BT employee survey, conducted 2008

The results you want

Here are five things conferencing can do for your business.

1 It brings people together to get work done

Audio, web and video conferencing let your people come together, wherever they are in the world, at a minute's notice. They can share information and discuss ideas at any time, anywhere. That means more effective teamwork, faster decisions and less time to get products to market.

2 It improves productivity and cuts costs

Conferencing means there's less need to travel. As travelling time is less productive, conferencing helps you get more done. And you save the money you would have spent on plane and train tickets, fuel, hotel rooms and all the other travel expenses.

3 It reduces your impact on the environment

Less travel means lower CO₂ emissions and levels of congestion; perfect to help solve corporate responsibility headaches.

4 It helps your business be more flexible

Travel keeps your people away from home and makes their working day longer. Conferencing means they can cut the amount of time they work, but get the same amount done. They can even work from home – or anywhere else they have a phone and computer, anywhere in the world.

5 It makes it easier for people to get involved

There will always be people who can't make it to meetings or events. They might be on holiday, have other commitments, or simply not have the time.

Conferencing cuts down the level of commitment needed to join in. Just pick up a phone, log on to a website, or walk along to the video meeting room. They can even just 'drop in' to the bit of the meeting that's most relevant to them.

Sound good?

That's just the beginning



The right products for the job

One size doesn't fit all and you can't just choose conferencing products off the shelf. We'll tailor our audio, web and video products to work for you – whether you need one, two or all three of them.



BT Audio Conferencing

Conference calls are an easy way to get people together over the phone. We offer two types:

- **BT Event Calls** can be used for bigger gatherings, like results presentations and shareholder meetings. You get a guaranteed line for as many people as you want, plus you can choose features like voting systems, Q&A management tools, and live video streaming, all at short notice.

- **Reservationless calls, called BT MeetMe**, join people together in a few seconds. All they need is a phone. They're ideal for everyday calls among your team and staying close to your clients.

All calls are recordable, totally secure with attendance strictly controlled, and come with 24 hour support, every day of the year. And we make it easy to join from over 50 countries.



BT Web Conferencing

Add web to audio and your call becomes more than just a voice. You can share anything that appears on your PC screen.

Results presentations. PowerPoint training. Product demonstrations. Whatever you need to show off

to others, they see it on their PC while you talk them through it.

It's recordable, too. So if someone can't make it, they can download the meeting to see and hear exactly what went on.



BT Video Conferencing

Eye contact and visual presence can be vital. Board meetings, results presentations and product launches might need the confidence and reassurance that comes with being face-to-face.

BT Video Conferencing lets you look people in the eye, even when you're on opposite sides of the world.

Best of all, major technological leaps mean no more jumpy, jerky images, unreliable connections or high costs.

Unified Communications

Imagine joining a video conference from your PDA. Or joining an audio conference with a single click. At BT Conferencing, we know how powerful Unified Communications can be. That's why our video, web and audio conferencing services are designed to integrate with your other collaboration tools and with the future in mind – as you grow, we'll grow with you.

In short, we give you technology that's easy to use, utterly reliable and cost effective. And then we give you the support you need.

Quick & efficient... you guys
set the standard for the industry.

~ Global technology company

It is a pleasure to work with your team.
We've come to rely on their level of service &
only wish they could be cloned everywhere!

~ US packaged goods company

BT adds tremendous value, foresight &
intelligence...this is truly a differentiator
from other conferencing providers.

~ Global financial services provider

The service to make it work

We know that products only take you so far. Anyone can sell them. But to get the return on your investment, you need the benefit of support and experience. So unlike our competitors, we believe that providing and installing the equipment is just the beginning – not 'job done'.

We'll support you all the way

When the systems are installed, we'll tell your people about them and what they do. We'll provide full training. And we'll encourage people to be more adventurous, using more of the features. We'll even keep an eye on who's using the systems and who needs more encouragement, with ongoing support on offer.

Help when you need it

We're always on hand with our 24/7 help desk, wherever you are in the world.

Our operations team help with everyday problems, like setting up new accounts. And our technical operations centre is here to take the load off your IT team. They fix technical problems and work with our partners and suppliers to improve compatibility.

And for the ultimate peace of mind, our business continuity plan will restore your systems quickly, if the worst ever comes to the worst.

The benefit of experience

All technology needs tweaking and fine-tuning to suit each business. We've got over 25 years' experience of making conferencing work for businesses. We'll use that experience to monitor your systems and make sure they work how you need them to, every time.

As your business grows, we'll grow with you

Our products are designed with the future in mind. So you'll be able to add new features and technology when they're available – or even move on to more advanced systems.

Anyone can sell the products.
We'll help you make the most of them.





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Offices worldwide

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About BT

- We employ 100,000 people around the world
- That's in 170 countries – we're truly global
- Our sales reached \$41 billion in 2007/8
- We work with 80% of the FTSE 100 companies
- And 75% of the Fortune 500
- The 10 largest global stock exchanges by trading volume all rely on our infrastructure.

About BT Conferencing

- 25 years of getting people and systems to work together
- We're the top conferencing provider in the UK and number 3 in the world
- We've got over 30,000 conferencing customers – that's companies, not people
- We're one of the world's largest providers of video managed services
- We work with the top suppliers in the world including Microsoft, Polycom, Tandberg and Cisco.