



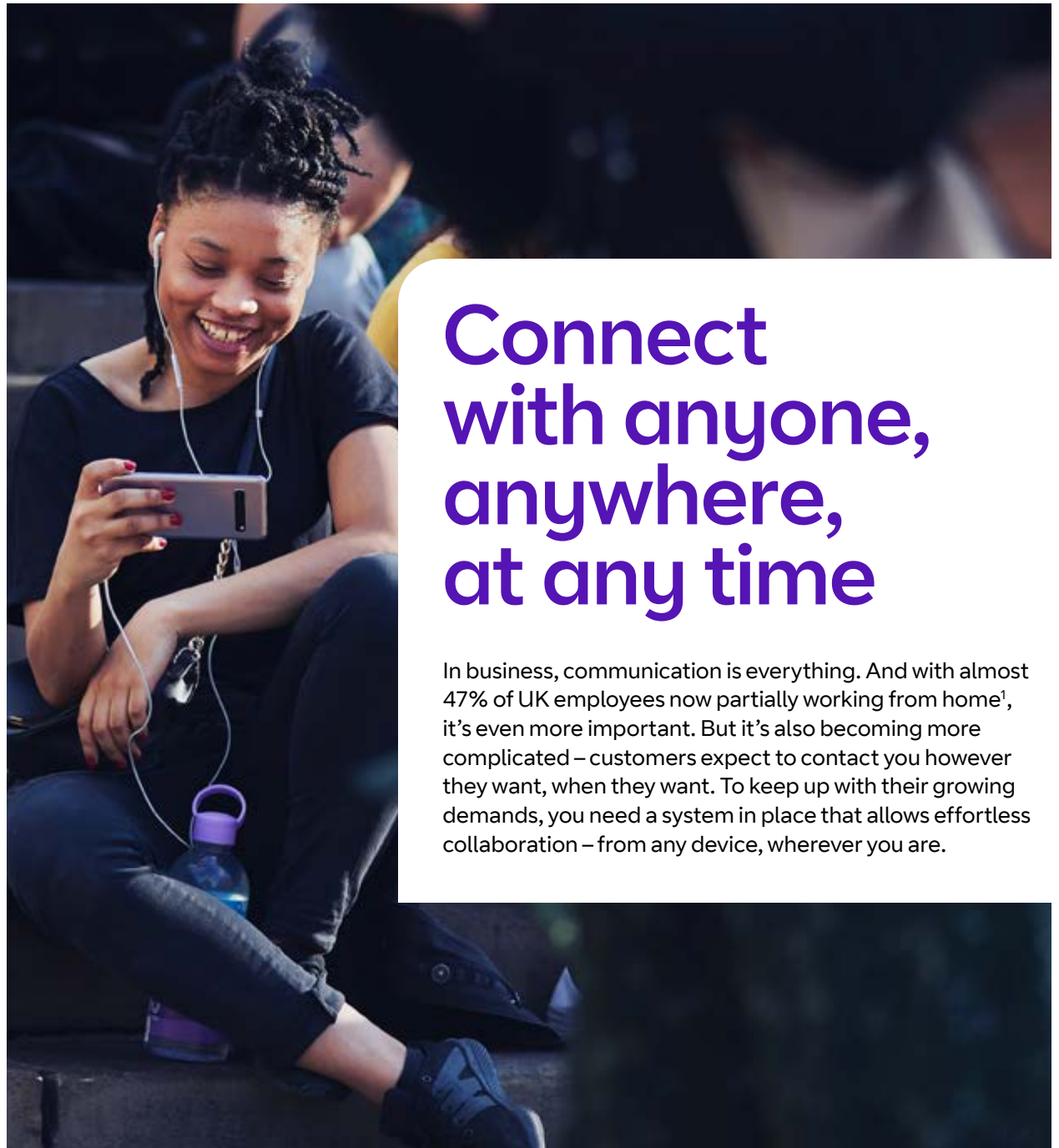
Cloud Work

For businesses that want
seamless communication



Contents

Say hello to BT Cloud Work	3
Keep things simple	4
Work without limits	5
Take control of your communications	6
Packages	7
Microsoft Teams integration	8
International Office	9
Why BT?	10



Connect with anyone, anywhere, at any time

In business, communication is everything. And with almost 47% of UK employees now partially working from home¹, it's even more important. But it's also becoming more complicated – customers expect to contact you however they want, when they want. To keep up with their growing demands, you need a system in place that allows effortless collaboration – from any device, wherever you are.

1. www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/bulletins/coronavirusandhomeworkingintheuk/april2020

Say hello to BT Cloud Work

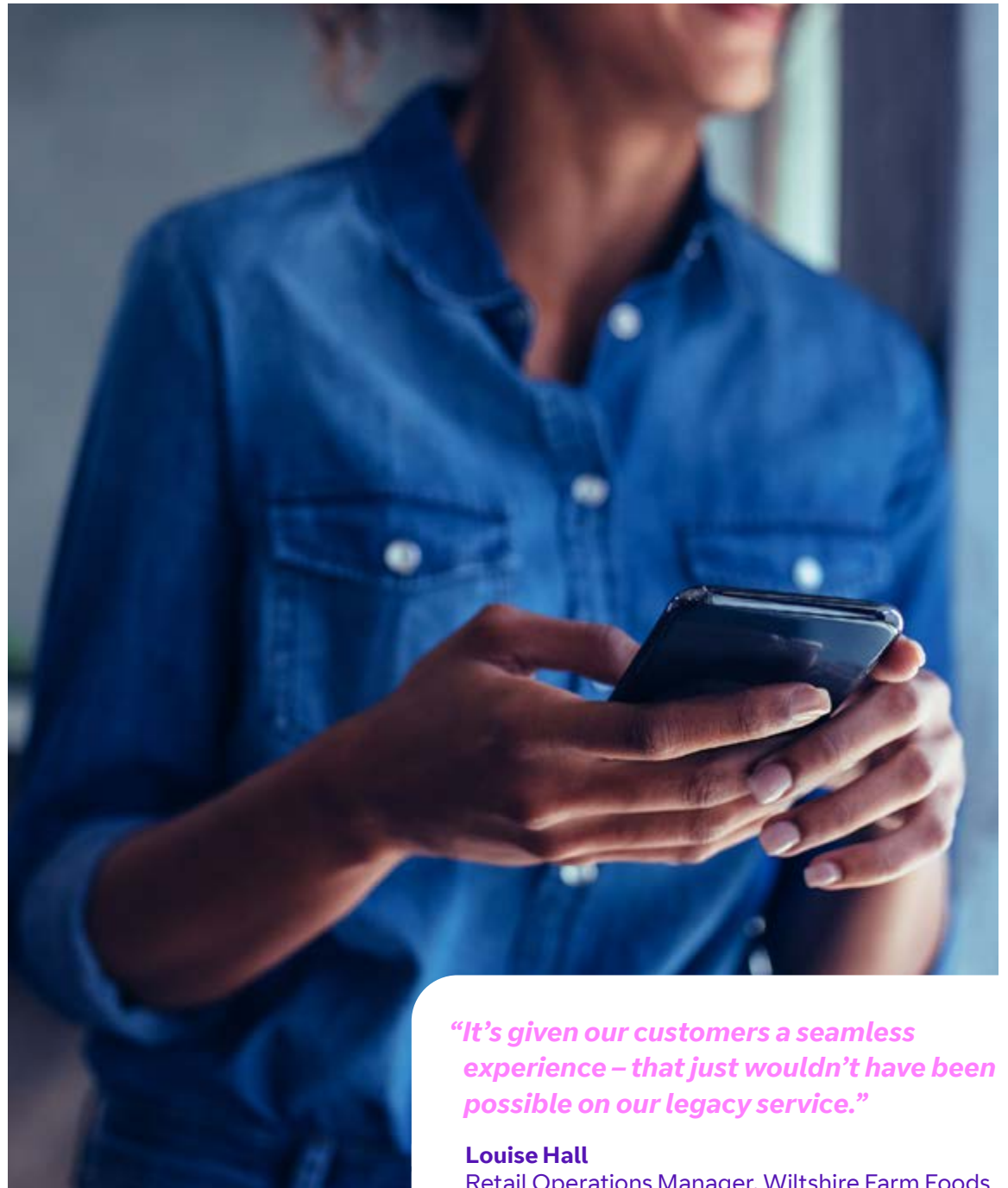
BT Cloud Work brings simplicity to business communications. Our cloud-based system unifies all your communication services on a single, easy-to-use platform, allowing you to collaborate effectively with colleagues and customers over voice, video, or instant messaging.

You can seamlessly switch devices and locations without missing a beat, so your teams can work together like never before and solve problems faster. It also integrates with your existing business applications and systems like Salesforce, Office 365 and Microsoft Teams.

Cloud Work takes care of everything – so you can focus on giving your customers a great experience.

Stay ahead of the switchover

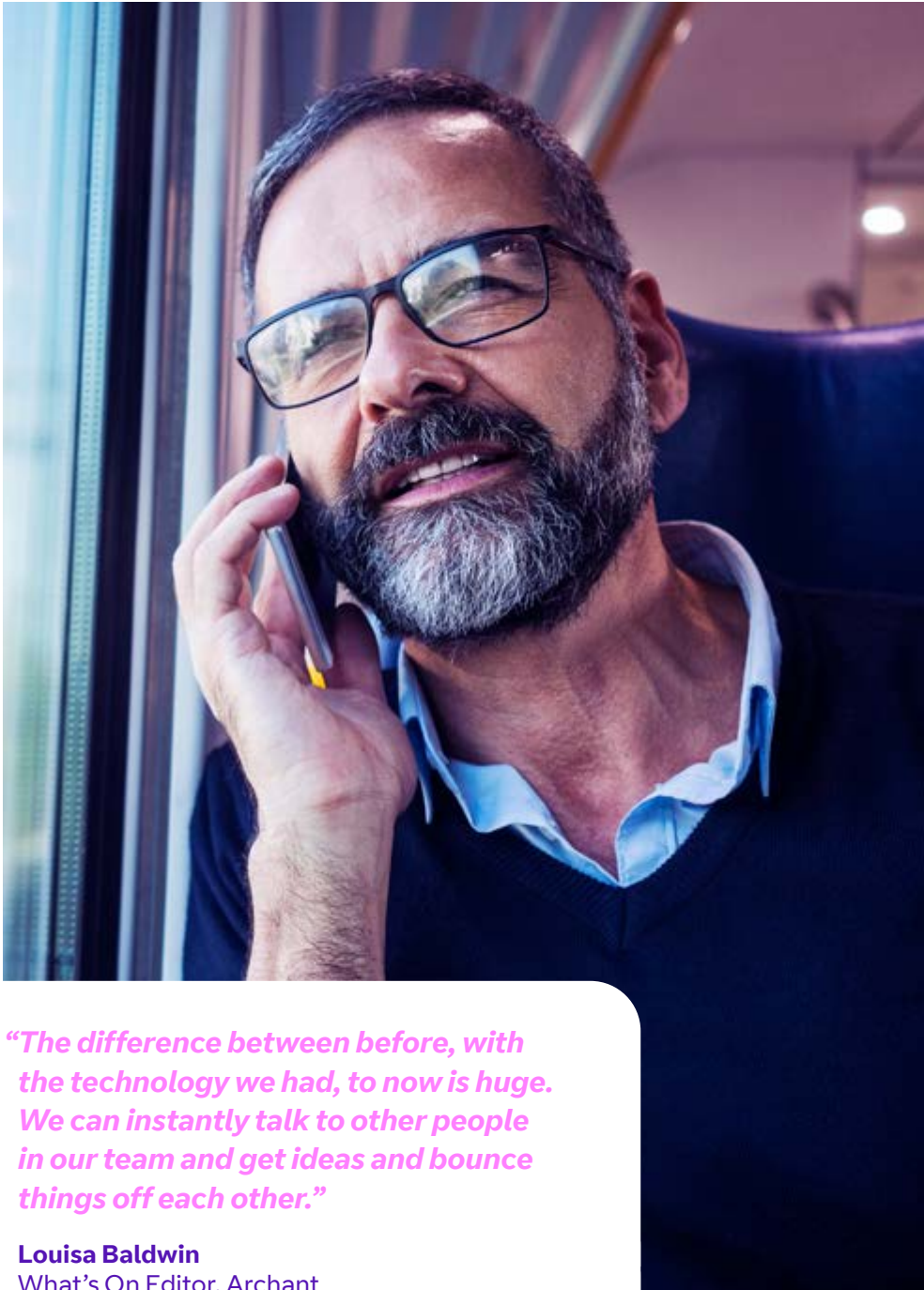
It's time to embrace digital transformation. In 2025, Openreach will be moving everyone from the old public switched telephone network (PSTN), to a fully digital network. So now's the time to act. Moving your communications to the cloud will unlock new opportunities for your business and help you grow faster. Making you ready for whatever the future brings.



“It’s given our customers a seamless experience – that just wouldn’t have been possible on our legacy service.”

Louise Hall

Retail Operations Manager, Wiltshire Farm Foods



“The difference between before, with the technology we had, to now is huge. We can instantly talk to other people in our team and get ideas and bounce things off each other.”

Louisa Baldwin

What's On Editor, Archant

Keep things simple

Cloud Work is designed to make your life simpler. We'll even design the system to meet your needs, and give you round-the-clock support to help solve any issues.

A single, powerful platform

Cloud Work takes the complexity out of your communications, with complete control and management from an intuitive online portal. So your teams can glide across contact channels as effortlessly as your customers do.

Flawless integration with your business applications

Cloud Work's a team player. It's open-platform, and takes your communications to another level - integrating with more than 100 business applications including Google, Microsoft, Salesforce, Oracle Sales Cloud, ZenDesk and ServiceNow. That means your people can continue to use the apps they know and love, and your business can

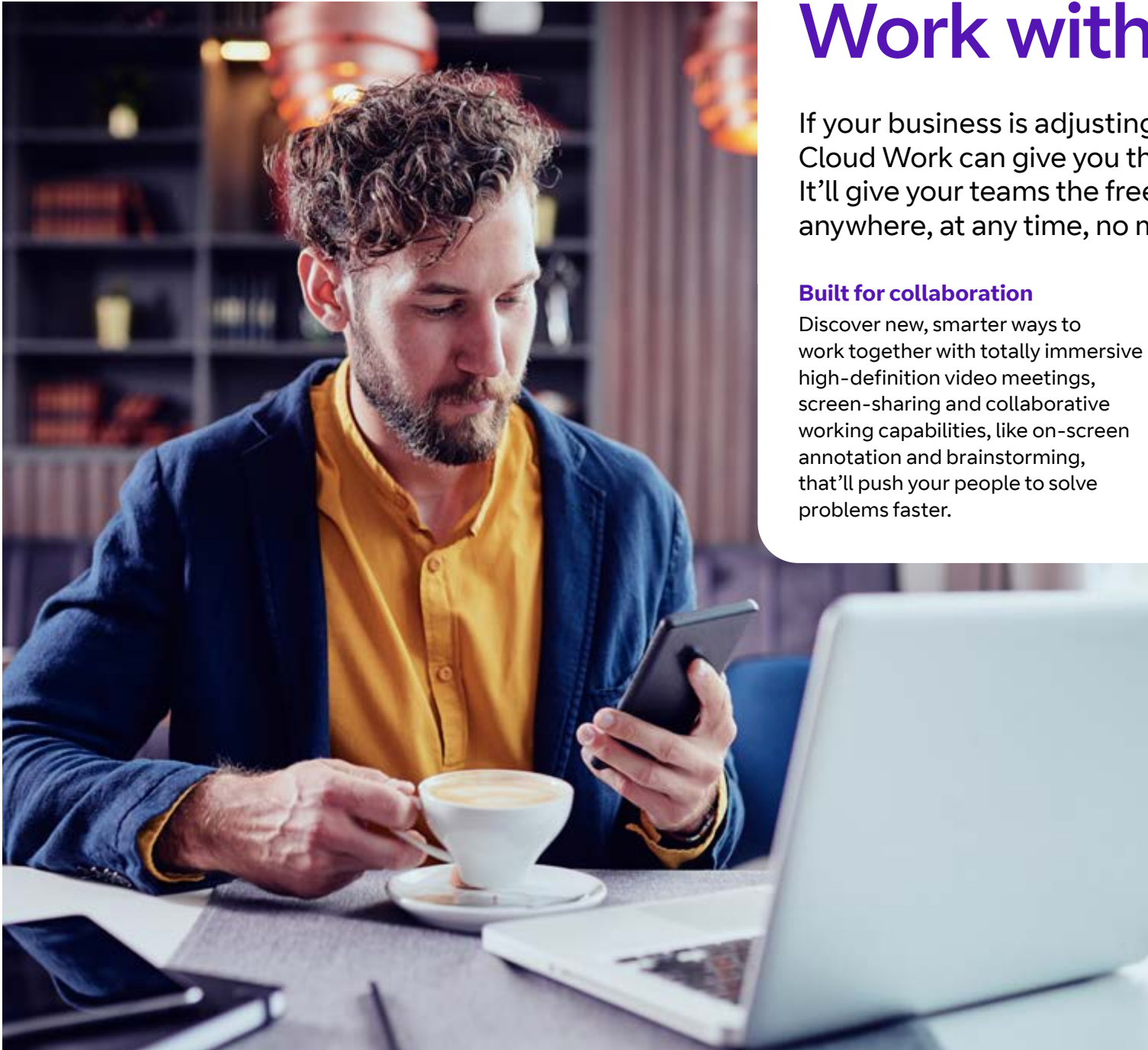
protect its existing investments.

Simplified call management

Stay in control of every call with simplified call management. You can route calls to specific team members and mobile devices, and effortlessly switch between devices during an active call. So no matter where your people are working, they'll never miss an opportunity.

You'll always have the latest version

Free automatic upgrades and updates from the cloud see to that. With Cloud Work, your teams will only ever be using the most up-to-the-minute features.



Work without limits

If your business is adjusting to a new way of working, Cloud Work can give you the flexibility you need to adapt. It'll give your teams the freedom to connect with anyone, anywhere, at any time, no matter where they're located.

Built for collaboration

Discover new, smarter ways to work together with totally immersive high-definition video meetings, screen-sharing and collaborative working capabilities, like on-screen annotation and brainstorming, that'll push your people to solve problems faster.

Go nowhere, be everywhere

Cloud Work gives you the freedom to work imaginatively. Why do you need to travel for a face-to-face meeting when you've got HD video? Try hot-desking, remote working, or hybrid working. And as you can work from anywhere, you can employ talented new staff that live miles away.

Stay connected wherever you're working

Working remotely? No problem. Our mobile app helps you stay connected with your colleagues and customers. Make calls, send messages, join meetings, view reports and check the presence of your contacts – all in one place.

Take control of your communications

With increasing customer demands, it can be tough to stay on top of your calls, and your costs. Cloud Work keeps you in control and your data secure.

Transform your balance sheet

With fewer ongoing maintenance expenses, your communication costs will fall as they move from CAPEX to OPEX. Plus, with bundled call packages, you'll know exactly what you'll be paying.

Watertight security

As well as encrypting your calls and applying multiple layers of integrated security software, we monitor our networks round the clock, constantly protecting your data.

Scalability that's off the scale

Cloud Work grows with your business. Add new lines, users, devices and locations as you need them, not 'just in case'.

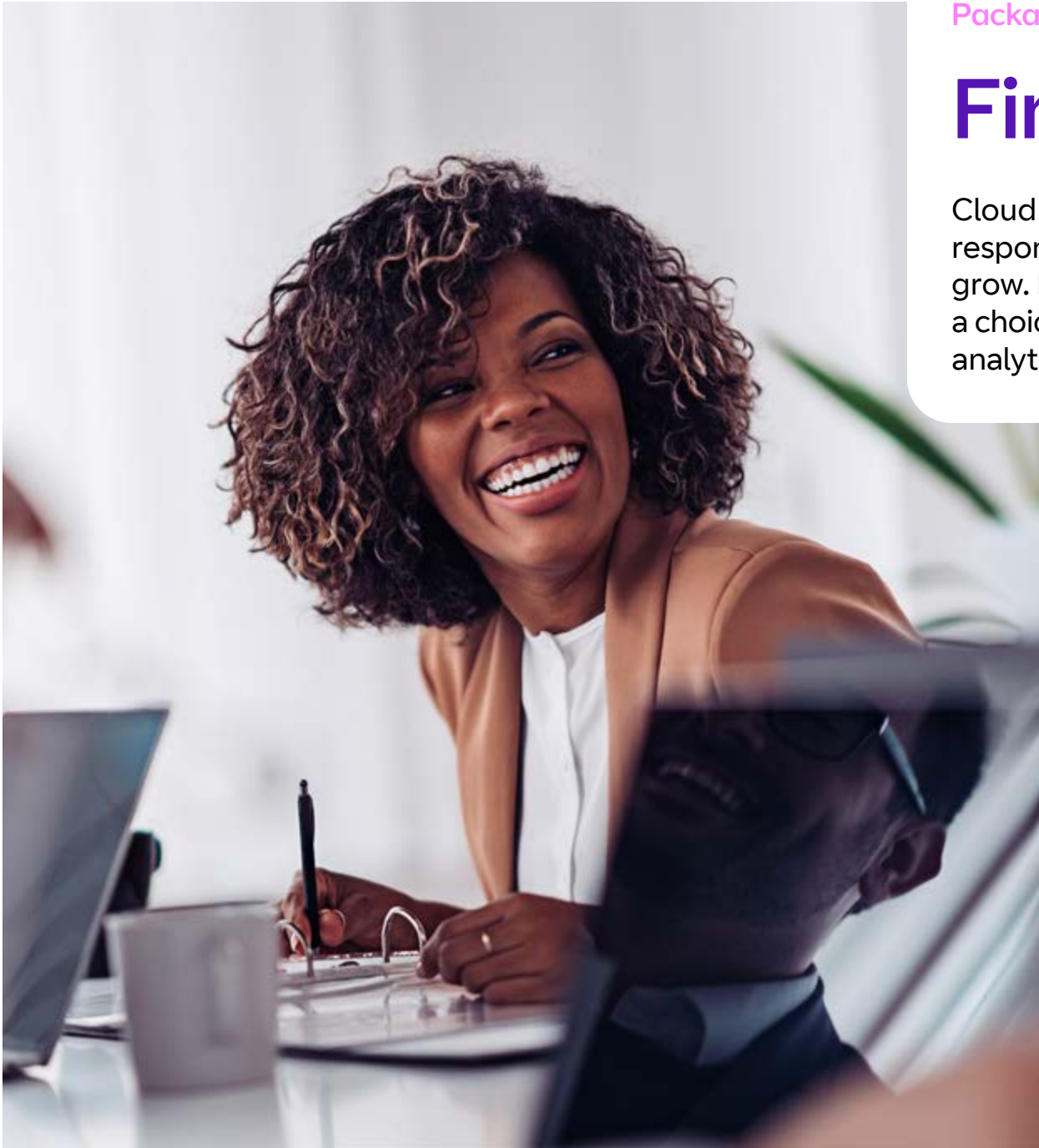
Give customers what they want: choice

People want to get in touch at their convenience, not yours. And whether they choose to speak to you, have a quick video call, or open a web chat, they'll expect you to be as agile moving between contact channels as they are. With Cloud Work, you will be.

Stay one step ahead

Knowledge is power. Cloud Work gives you access to real-time reporting and analytics when you need it. Monitor customer experience and quality of service (QoS) and view site and agent activity, all at the touch of a button. That removes uncertainty from your operation, and helps you spot potential problems before they happen. With greater insights, you can make more informed business decisions and plan for the future better.





Packages

Find your best fit

Cloud Work is built around your business. It's responsive to your needs, and can flex easily as you grow. Pick the best solution for your business with a choice of licences. Each one includes reporting, analytics and customisable dashboard options.

Basic

Ideal for teams that need an all-purpose communication platform that integrates with their systems, straight out of the box. Manage calls, send instant messages, and work remotely or on the move with the Cloud Work mobile app.

Connect

Great for hybrid working, from the office to the home and when travelling. Perfect for office-based businesses with multiple sites who need a full range of communication features like multi-site support, automatic call recording, and mobile team messaging. And seamless integration with business-critical applications and systems will get your people communicating better in no time. There's also the option of unlimited UK minutes, to keep your team talking for as long as they need to.

Connect + HD Meetings

The whole works, ideal for larger organisations and growing teams that want to be able to collaborate from anywhere. Connect + HD Meetings gives you everything from Basic and Connect, plus device status reports, unlimited calls, and unlimited HD video conferencing for up to 100 participants.

Microsoft Teams integration

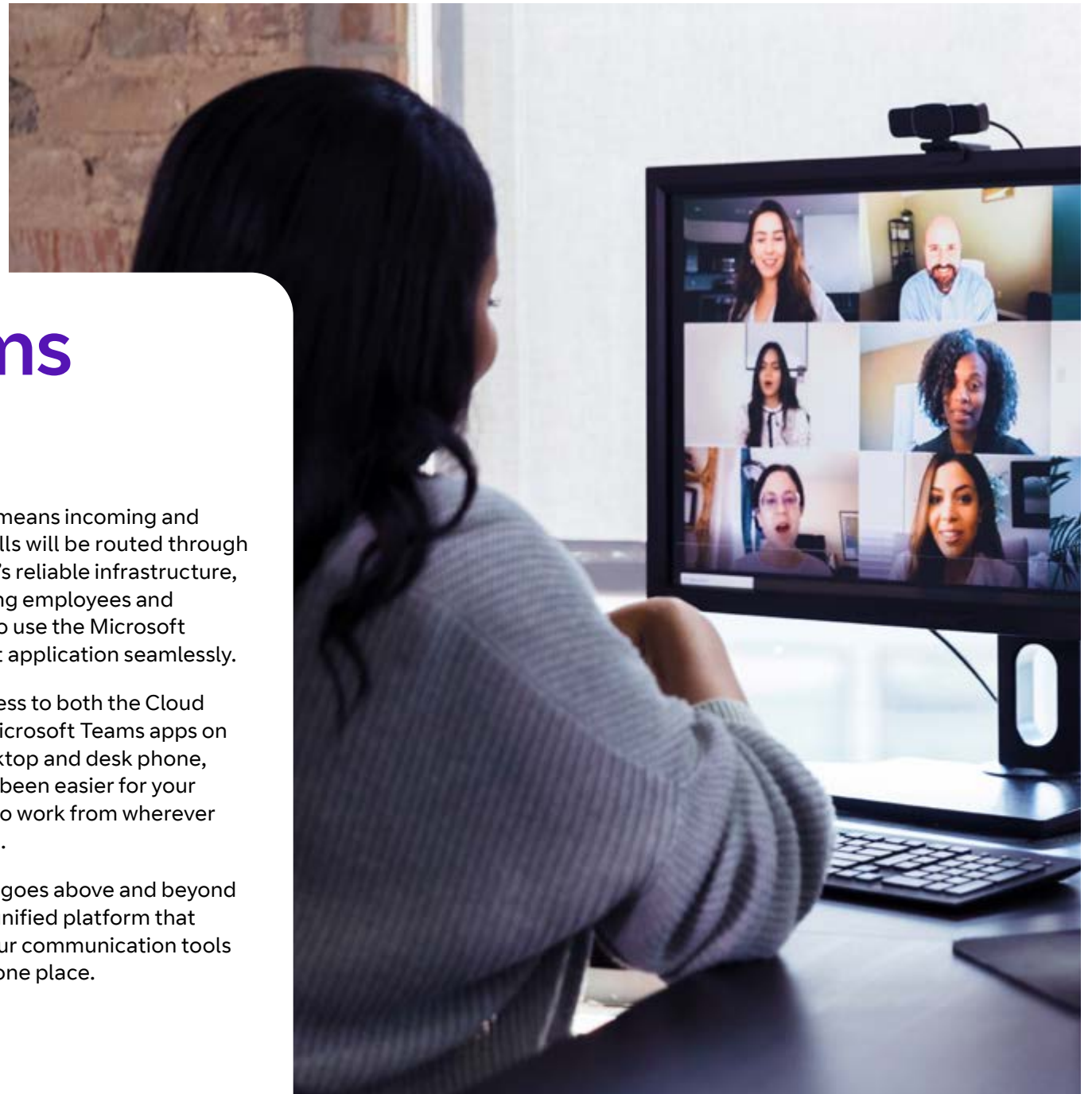
Cloud technology has allowed us all to work more efficiently. It provides thousands of tools that can help us in numerous ways, from managing our workloads, to collaborating seamlessly with colleagues and customers alike. But businesses have to think about protecting their existing investments in the cloud, as well as where they need to invest to enhance and improve flexible working.

Cloud Work integration with Microsoft Teams gives you all the advanced features of Cloud Work combined with the familiarity of the Microsoft Teams interface. So if your business has already invested in Teams but you need high quality voice capabilities, Cloud Work is the perfect fit.

Integration means incoming and outgoing calls will be routed through Cloud Work's reliable infrastructure, while allowing employees and customers to use the Microsoft Teams client application seamlessly.

You can access to both the Cloud Work and Microsoft Teams apps on mobile, desktop and desk phone, so it's never been easier for your employees to work from wherever they want to.

Cloud Work goes above and beyond as a single, unified platform that brings all your communication tools together in one place.





International Office

International Office from BT Cloud Work lets you expand your UK solution to include up to 14 international sites, bringing together employees from your operations abroad without compromise.

By incorporating International Office, you can provide an even better standard of service to your customers by giving your business an edge in how you communicate globally.

International Office from Cloud Work also gives you:

- In-country numbering for remote offices
- Optional porting of existing numbers
- In-country access to emergency services
- Easy deployment of licenses and hardware to all sites
- Multi-lingual portal and administration.

Cloud Work International Office offers a harmonised communications channel for any business with an international presence. And with free internal international communication, it's easier than ever to collaborate and save on costs.

Countries covered include:

Ireland, Germany, Netherlands, Belgium, Denmark, Norway, Sweden, Austria, Switzerland, France, Italy, Spain, Finland, and Luxembourg.

International Office can be activated instantly and it's simpler to administer, with localised dial plans and regulation compliance. We've got you covered - wherever you are.

Why BT?

We're experts when it comes to the cloud

We're helping hundreds of businesses move to the cloud, and we can help yours too. We offer a wealth of experience, insights and product knowledge, to empower your teams and future-proof your services.

Extensive portfolio

We have products and services for every size of customer. And we'll make sure they deliver for your business. Keeping your teams connected – wherever they are.

A network you can count on

It's so reliable, we're trusted to run the 999 emergency services. And it's powered by EE, the UK's best network for eight years in a row, with 5G in more places than any other UK provider.

Expert team

Our dedicated 24/7 UK-based helpdesk is on hand to help fix any problems. We also run tailored training programmes to pass on our skills, to get you quickly up to speed.

World-leading security

We have in-depth experience of dynamic threat environments. Our 3,000 security experts protect our networks from more than 6,500 cyber attacks each day. We'll protect your business the way we do ours.

UK'S BEST NETWORK 8 YEARS IN A ROW: Rankings based on the RootMetrics® UK RootScore® Report: From H2 2013 to H2 2021. **BEST 5G NETWORK:** Based on analysis from the RootMetrics® UK 5G Summary Report, H2 (Jul-Dec) 2021. Tested with best commercially available smartphones on 4 national mobile networks across all available network types. Your experiences may vary. The RootMetrics award is not an endorsement of EE. Visit ee.co.uk/claims for more details.



We're partnering with experts

RingCentral is a leading provider of unified communications, customer engagement, and contact centre solutions, and is a seven-time leader in the Gartner Magic Quadrant for Unified Communications as a Service, worldwide. BT Cloud Work combines RingCentral's industry-leading technology with BT's enterprise-grade network to deliver reliable, trusted and secure cloud-based communication to organisations across the UK.

provided by **RingCentral**

How to get in touch

To learn more about how Cloud Work can transform your communications, visit business.bt.com/cloud-work or contact your Account Manager.



Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2022. Registered office: 1 Braham Street, London E1 8EE. Registered in England No. 1800000.

April 2022