Are you ready for a better connected business?

Meet the speakers and our experts.

@BTBusiness
Event agenda.

Registration & light breakfast

Welcome
David McClelland, technology journalist and broadcaster

"Why your world will never move this slowly again – lessons from the start-ups"
David Rowan, editor-in-chief, WIRED UK magazine

In conversation with Graeme Hackland, IT Director, Williams Martini Racing

Break

Panel debate
Hosted by David McClelland with panelists David Rowan, Graeme Hackland, Jon Webb-Peploe, Valerie Wilson, Jon Pollock

Masterclasses:
- In an age of digital disruption, could mobility be your strongest weapon?
- Our network, your potential, setting your business apart.
- Why selecting the right network solution is so important.
- Taking the offensive: Working together to disrupt digital crime.
- Why do so many organisations feel helpless to prevent a major security breach?

Lunch on the iconic 34th floor

Pre-booked one to one expert session in the Tower Lounge
Your expert session time is ................. (please arrive five minutes beforehand).

Event closes
Are you ready for a better connected business?
Welcome to the BT Tower.

We have a clear vision. To be the foundation of UK Digital Business by helping every single one of our customers to become Better Connected. It is a big ambition, and it is driven by what we see day in, day out, not only with our customers but also within our own business.

We believe choosing the right technology solution is now mission critical, offering huge benefits to businesses, from getting more done, to reducing costs, to improving service. That is why we are more focused than ever on putting ourselves at the forefront of innovation.

We are proud of our heritage. Our coverage, capacity and availability across our portfolio is unassailable. But we can never stand still. After all it is why we invest over £500m in R&D and have 14,000 people dedicated to finding the next big things in communications technology. And it is why we have brought EE into the BT family. All so we can continue to provide the very best in class solutions that help solve business needs today and for the future.

Take convergence. We are making this a reality. Why? Because we know that customers need solutions that work better together, that give them more time, availability and control on any device, anytime, anywhere. That is the reality of modern working.

It is an exciting time. We have more products and services than ever before. Seamless connectivity is within our sights and the opportunity for customers is vast. But with that comes complexity, knowing what is right for you, your people and your future. And that is where we come in - to remove the complexity and make life simpler. Today’s event is designed to inspire you and support you on your journey to a Better Connected business.

I hope you enjoy the event.

Graham Sutherland
CEO, Business and Public Sector

David McClelland.

A journalist and broadcaster with a beat covering consumer and enterprise technology, telecoms, cybercrime and consumer affairs. He is BBC One Rip Off Britain’s resident technology reporter, busts cyber-scams for BBC Watchdog, shows how tech can save viewers cold hard cash on BBC Right on the Money, and a regular on the ITV Good Morning Britain sofa with breaking technology news. He writes for national and online titles including The Metro, International Business Times and TechRadar, and tweets regularly @DavidMcClelland.
David has previously reported on technology for The Times and Channel 4 News; amongst some unusual briefs the latter required him to illustrate the new iPod Video from the set of a adult film shoot. He’s also written for The Sunday Times and Telegraph Magazines and edited the Guardian’s online content and commentary.

Under David’s leadership WIRED has extended its reach into branded conferences, apps and even a tech consulting business. David has curated an exhibition of British creative talent at the Government’s Cabinet Forum conference. He has also addressed TED Global and Google Zeitgeist events, and frequently contributes on Newsnight and the Today programme. He has also written a monthly column for GQ and Condé Nast Traveller.

David is in touch with many of the world’s leading trend-setters and spotters. He travels the world searching out the latest apps and gadgets, the cutting-edge R&D departments, universities and start-ups that are, or soon will be, changing business, culture and every aspect of our lives from AI to wearable technology to smart homes. He also interviews key figures with influence over the world of technology, business and culture from the founders of Google, Kickstarter and Spotify to James Murdoch and David Cameron, Will.i.am and Zaha Hadid.
Just like BT, Williams have a long track record of valuing innovation and using technology to drive their business forward. BT unveiled its technology partnership with Williams Martini Racing in March 2015, and the team are now using BT technology to help improve car performance.

Williams is one of the most successful Formula One teams in the world, having won 16 FIA World Championships titles. They are recognised as one of the most enduring and successful organisations in sport and have been synonymous with top-level motorsport since the 1970s. After a difficult year in 2013, Williams set out an ambitious turnaround strategy to reinvent the Formula One team, making a significant investment in people, facilities, and technology to provide a solid foundation for the future. BT was the perfect choice as a new technology partner to improve the IT and communications.

Graeme Hackland joined Williams in 2014. As IT director, he is tasked with developing partnerships to advance the company’s IT and technology capabilities. The 2014 Singapore Grand Prix was the perfect opportunity to test the partnership in action. BT’s technology provided Williams Martini Racing with a faster network connection from the track back to Grove, the team’s headquarters. This made a tangible difference by enabling real-time video analysis of pit stop practice, and improved strategic capability to make quicker decisions leading to improved car performance.

Following the success of the pilot, BT technology is connecting the trackside team at races all around the world with the race operations centre at Grove. Since the Spanish Grand Prix in May 2015, BT’s high-performance network service has been carrying up to 80 GB of data per race at speeds of 100Mbps. This provides the engineers back at Grove with instant access to real-time data analysis on every aspect of car performance. The network enables higher-speed remote access to information sources and improves the performance and reliability of demanding computing processes, including applications relying on video, telemetry and voice. Williams Martini Racing can now interrogate remote systems and export the required information at the racetrack, all in a matter of minutes.

Before we started working with BT, video analysis used to be scheduled, often overnight – now it can be undertaken in real time. Combined with a new hardware infrastructure, the computation of some performance data has improved 200 times.

Graeme Hackland,
IT Director,
Williams Martini Racing
Meet the speakers.

David McClelland.
Broadcast & journalist reporting on consumer technology, cybercrime, mobile, social, consumer affairs and telecoms.

Jon Pollock (JP).
Director of Corporate Sales, BT: Jon has 15 years experience of the telecoms industry in particular in mobile technology. Currently Jon is Director of Corporate Sales at BT and was previously Head of Corporate Account Management at EE.

David Rowan.
Editor-in-chief WIRED UK: David has previously reported on technology for The Times and Channel 4 News; amongst some unusual briefs the latter required him to illustrate the new iPod Video from the set of a adult film shoot. He’s also written for The Sunday Times and Telegraph Magazines and edited the Guardian’s online content and commentary.

Jon Webb-Peploe.
Portfolio and Service Creation Manager, Cisco: An experienced business professional who has grown sales, cut costs and stimulated innovation for small enterprises and large corporations, across a variety of markets and industries, in the UK and other countries. Jon is currently Portfolio and Service Creation Manager – Mobility and IOT, for Cisco working with BT.

Graeme Hackland.
IT Director, Williams Martini Racing: Graeme serves on the company’s Executive Committee and leads the IT Risk Committee. Graeme is a Fellow of BCS, a member of the IEEE and IEEE Computer Society and holds a National Diploma in Electronic Engineering (LC) from Natal Technikon, South Africa.

Valerie Wilson.
Head of Managed Services: Valerie has worked in the telecoms industry for 15 years. She has a parallel corporate and military background serving in the British Army for a number of years as well as working in BT since joining as a graduate. Valerie has held the position of Head of Managed Services within BT for the last 3 years.
Dr Nicola Millard
Head of Customer Insight and Futures

What do you see as the biggest challenges businesses are facing around mobility and connectivity?

The main challenge is mindset. If managers don’t think that they can manage people they can’t see, then people will be forced to travel into a fixed office location all the time. That’s fine if you find the office a productive place to work and love sitting in traffic jams getting there. However, we have an increasingly diverse (and virtualised) workforce which means a one-size-fits-all solution doesn’t fit everyone.

As we work older – maybe into our 70s – we may not want to commute. Younger workers may not want the routine of an office, but probably don’t have a home to work from. Parents need the flexibility to work around their family commitments. The ability to choose where, when and how you work is a great way of recruiting and retaining great people but it also requires managers to manage effectively remotely – it requires GOOD management rather than a lazy ‘I can see them at their desk so they must be working’ mentality.

As a futurologist, what trends are you noticing in the world of mobility and connectivity?

I think hub working is becoming a big thing now. Mobile workers can choose where and when they work but working from home can be tough for some. Work hubs (sometimes also called ‘coffices’) are becoming a popular way of working as people choose to work from a place close to their home where the essential four ‘C’s are available – coffee, cake, connectivity and company (this may just be me, though). I met an entrepreneur recently who ran his business from the café in his local gym because he found working from home rather lonely.

What’s the biggest factor (tech, human or societal) that’s changing the way we work?

We are untethered now in so many ways. We once had to come into an office, work a specific shift, have a desk with a fixed phone, a massive computer tower and monitor and stacks of paper. A combination of more portable technologies, smart phones and increasing wi-fi and 4G connectivity means that the only reason many of us need a desk is more to do with emotional ties rather than practical need.

How do you personally make the most of the latest technology?

I’m classed as a mobile worker, so I have the tools that enable me to work anywhere in the world. I’m based at BT’s main R&D centre, Adastral Park, but because I’m with clients all over the world about 95% of the time, I’m only there two or three days a month at the moment. So I have secure remote access to all the tools and apps I need through multiple devices (including my own tablet as well as my work smartphone and laptop). I have my own Dolby Conferencing bridge (handy because I tend to be the noisy person on the train or in a coffee shop, so the noise cancelling capabilities are brilliant and mean that I don’t spend all my time on mute).

The biggest change I’ve had to make to the way I work, after we did some research with Cambridge University on techno-stress and work-life balance, is to make sure that I turn everything off at the end of the day – so I can de-stress and relax rather than doing my emails in bed at 2am!

What do you think the office of the future looks like?

The one thing the office is undoubtedly good at is being a collaboration tool – for socialising about work, presenting ideas and stimulating discussions all in a place where the brand values can be reflected and there is a locked door.

What offices ultimately look like in the future is probably down to what is being done in them. We are starting to see environments that are built around the activities that take place in them – with collaboration environments being built to incorporate the ability to beam people in remotely using video, audio and shared online environments. Many of the best ones I’ve seen also incorporate quiet environments for concentration and contemplation because we aren’t always collaborating and communicating.

Someone recently described the office of the future as ‘theatrically fluid’ – and I think that is an apt description as they need to be as agile as the work in them.

One thing is for sure – there will also be a lot of increasingly intelligent technologies embedded in them to help us be more productive – from robots to wearable tech and ambient collaboration environments to intelligent environment management.
What are the key triggers you see for businesses needing to refresh their WAN?

One of the key triggers is change; change of almost any kind, because it eventually filters down to the WAN. Often the change results from a business growing—either organically or through acquisition—and having to take on more sites. That creates a need to be able to share information and resources across these sites, which in turn triggers a need for a private network between all the locations.

Often companies have trouble if they’re operating across multiple sites and relying on the internet to run key applications. Poor performance can have a big impact on the business. For example, call centres trying to share customer information but suffering delays, or other business transactions that are being affected.

Security is another major driver—for example, if customers are doing things over the internet and there are growing concerns about the security of their personal information.

How has the role/importance of the network changed in recent years?

Its importance has increased as more things are centralised in data centres or the cloud or cloud servers, and as a number of applications that businesses depend on go onto the network. The network underpins the business now, especially if you’re a multi-site company wanting to share information. This requires more capabilities, consistent performance (i.e., no fluctuations at peak times of usage) and security. With a private network, you’re in control of all of this.

Is the growing trend towards flexible working a further driver?

It can be. Sometimes remote and home workers are looped into the company network via the internet, but it’s important that this happens securely. BT offers a solution called Mobile Express, which offers a secure connection into the WAN for remote workers.

What are the common implications of not having a suitable WAN in place?

If the company’s WAN is not adequate, or connects over the internet, applications won’t perform correctly between sites. At a very simple level, voice conversations would break down or stutter if there wasn’t enough bandwidth, or if this type of traffic suffered interference from other content travelling over the network, due to an inability to prioritise voice calls. Video conferencing would soon freeze. Similarly, database queries could become very slow, and the IT manager would soon start to shout! Although bandwidth can be addressed by adding a bigger link, performance is only guaranteed for sensitive apps if there’s intelligence in the way the network is managed.

Our Managed WAN has different priority settings for different applications, so voice and video get through before internet browsing or emails, which are less sensitive to tiny delays of, say, a tenth or hundredth of a second—something that’s enough to distort voice or video.

What opportunities can the right WAN give a business?

The opportunities are the reverse of the potential problems. Having a good WAN lets a business respond to growth and acquisition opportunities, because you can move and add sites very easily. Once the core network is up and running, you just run a link to the nearest point of presence to get access to central resources. Having the right WAN set up is also a good precursor to being able to deploy cloud services, whether public or private. You can then take a private link into a private or public data centre to consume hosted services.

Most application providers will have clients connecting to their software via a data centre or cloud. Once all your resources are hooked onto the WAN, you can also tap into flexible and remote working, allowing sales people to access sales applications and managers to access Oracle financial systems remotely.

So, what’s next?

We have introduced a suite of cloud-enabled capabilities—virtualised servers and storage—onto the WAN in such a way that would allow a company to add these resources very quickly. For example, a terabyte of extra storage and 1,000 additional servers to support a special project or new application rollout. The WAN would be the enabler for that.

The WAN is also an enabler to plan and provide voice capacity more flexibly and economically across multiple sites, through the introduction of SIP. This allows all in and outbound calls to be managed and routed via the WAN, removing the need for traditional phone lines.

All you would have instead is a single pipe capable of providing all voice channels, internet bandwidth and any virtual servers and storage. That’s much easier and more flexible to manage.

John Nash

Head of Networked IT Services

John’s role involves developing and refining our Managed WAN offering and adding greater functionality for small and medium enterprise customers. John has been at BT for over 30 years and in data networking since 1991.

What are the key triggers you see for businesses needing to refresh their WAN?

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Richard Miller
Director of Business Mobility

How are the changes in smartphone technology affecting the demands on your networks and services?

Firstly, there’s clearly a much bigger demand for access to data, and we think that with the move to 4G that will grow substantially. There’s a demand to control costs, so we’re creating better bundling options. It wasn’t long ago that you didn’t get bundled data, but it’s something that’s now becoming the norm. Also, BT has the best 4G network in the UK, with over 5 million BT Wi-fi hotspots that customers can access as part of their package. So when they come to BT they don’t have to buy the capacity for as much data in their bundles, they can download a significant amount for free.

Secondly, the utility the customer can take from a smartphone is evolving very quickly, and that generates a demand for security and control. We’re seeing a growing demand for security and mobile device management.

You’re now deploying small-cell technology along with your mobile and fibre networks.

It means our customers can look at removing some of their fixed infrastructure and move to a mobile-based service. A dedicated office mobile phone network planned around your needs, and the ability to use it outside on BT Mobile.

We can meet the customers’ evolving needs by increasing and reducing their capacity, and providing the best possible mobile coverage in places such as basements and lift shafts. It’s delivered through radio planning: we send engineers to customers’ premises to find the best places for antennas. When a user is within range, their mobile phone will go over the BT One Phone coverage and backhaul out to the world by BT. If you want to go out but continue a call, as you walk out the office the phone will seamlessly hand over to BT Mobile.

What does the bringing together of mobile and fixed networks offer to business?

It provides the basis for our BT One Phone service, and in doing so helps to reduce the total cost of ownership of many customers’ telephone services. This isn’t just about the bill, but the amount of time spent in managing the service and time lost by users due to inefficiencies. BT is acknowledging that mobile is the de facto service for many processes, helping customers get more from it, and driving improvements in their businesses.

What are the future possibilities for technology advances and new services?

The boundaries between consumer and business technology are being broken down, and we see things moving towards an ‘always connected’ world. The customer and end user decide how and when they want to connect their business and personal worlds, and the platform they connect with is completely agnostic. The possibilities for the future can be summed up as ‘network and device-agnostic; always best-connected’. Our mobile network (EE) coupled together with our fixed network, puts us at the cutting edge of where that trend is going.

“- The boundaries between consumer and business technology are being broken down, and we see things moving towards an ‘always connected’ world. - Richard Miller
Tech showcase.

Throughout today’s event we have a number of partners showcasing their products in the foyer area. There’ll be representatives on hand to give you a demo.

Pod 1:
BT One Phone
Get ahead with BT OnePhone – your office phone network on your mobile.

Pod 2:
BT Mobile Engagement
Engage with your mobile audience, with turn by turn navigation and context aware information straight to your mobile device.

Pod 3:
Microsoft Skype for Business
Skype for Business Cloud PBX; See how Skype for Business delivers complete cloud communication from Office 365, including PSTN conferencing, Cloud PBX & PSTN calling.

Pod 4:
BT Assure Analytics ‘Saturn’
Highlighting the ability of Assure analytics sophisticated visualisation capability to support analysis and understanding of what appears anomalous network behaviour.

Pod 5:
Sei–Mani ‘Genius Desk – making work as easy as play’
Helping organisations embed the use of collaborative systems into their daily working lives.

Pod 6:
Cisco - Security & Meraki
Cisco Meraki Simplifying IT
Cloud Networking Demo