

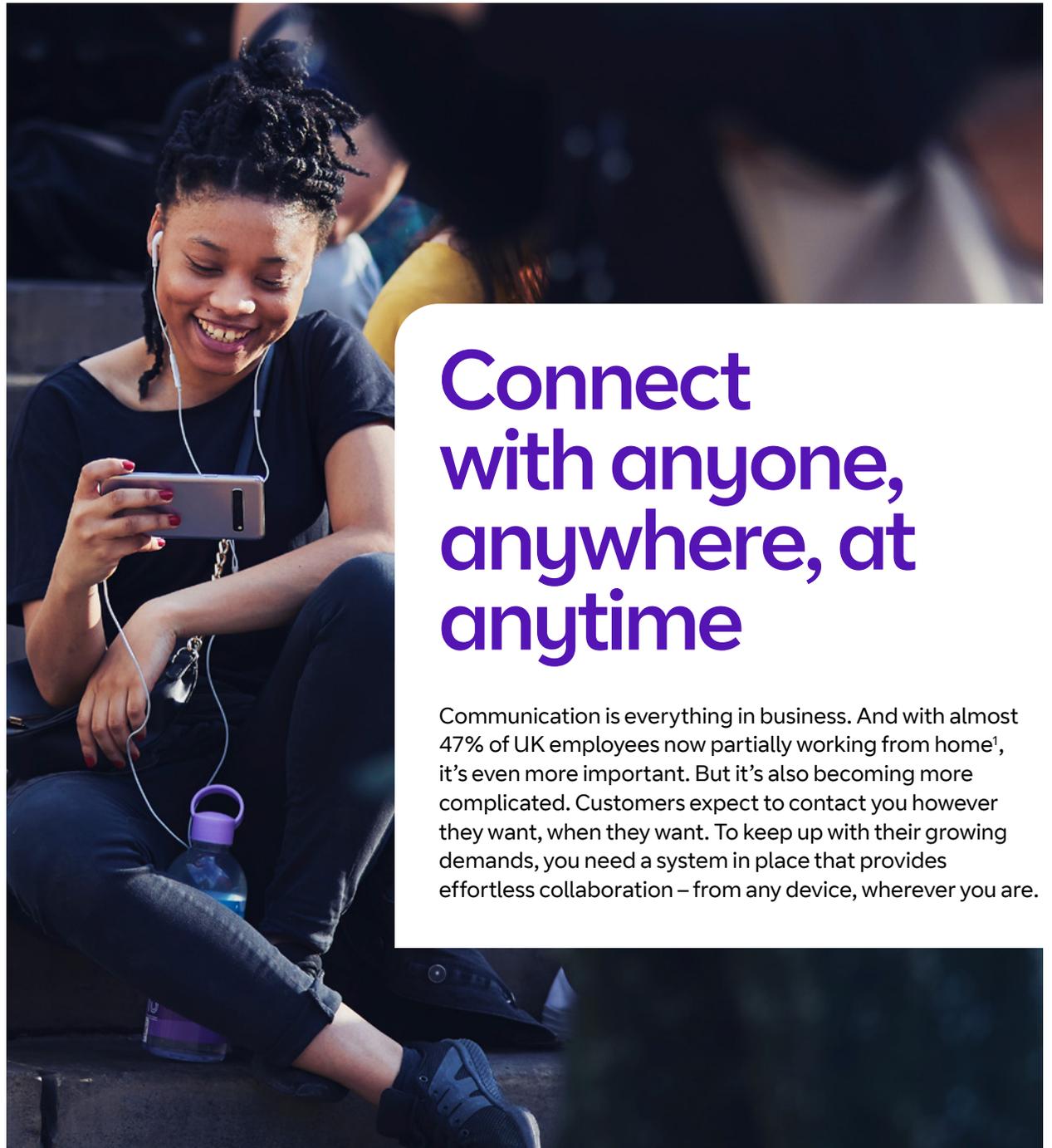


Cloud Work

For businesses that want to unlock the power of seamless communication

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Connect with anyone, anywhere, at anytime

Communication is everything in business. 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 provides effortless collaboration – from any device, wherever you are.

1. <https://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 effectively collaborate 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 seamlessly 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.

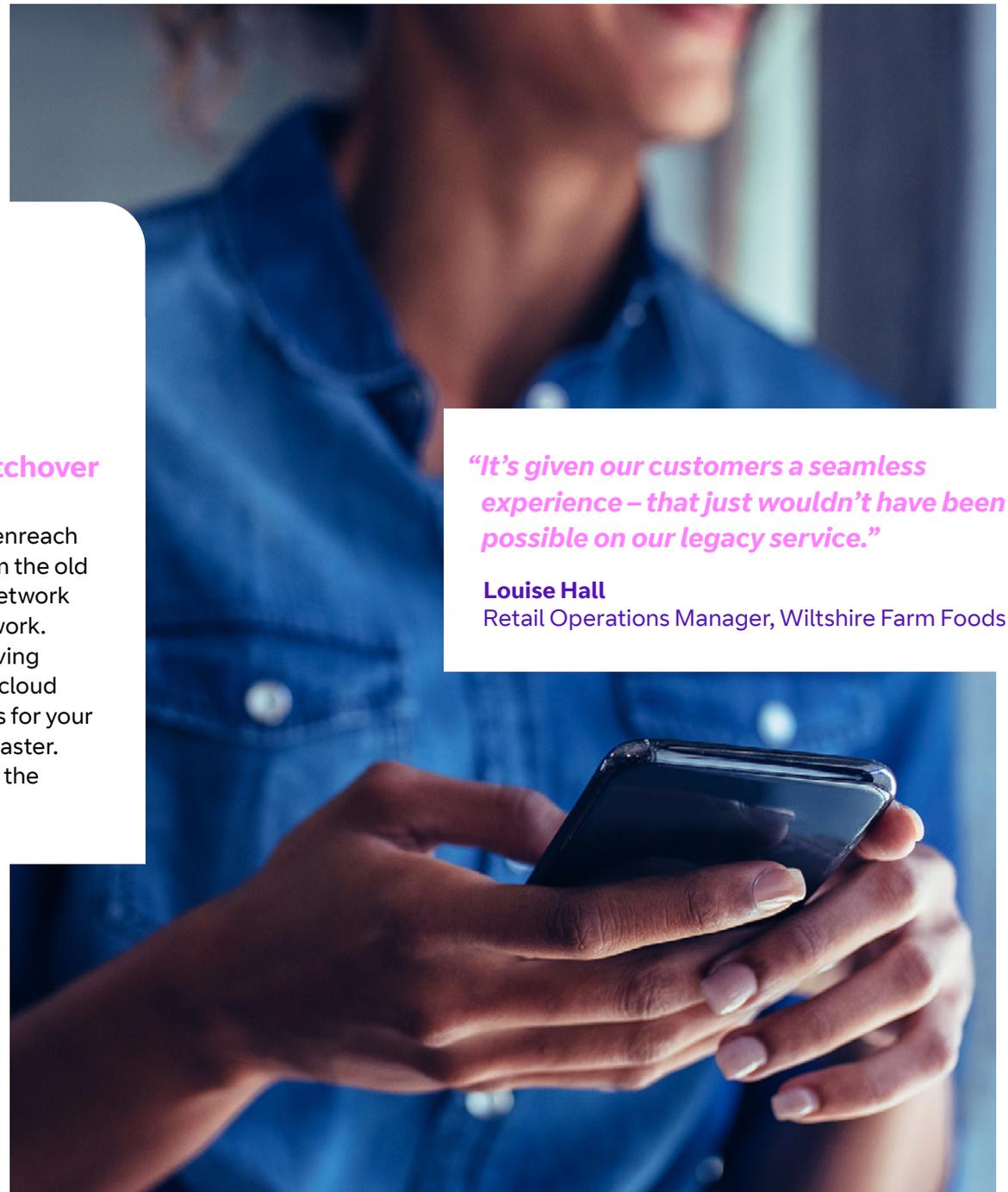
Stay ahead of the switchover

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. So you're 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



Keep things simple

Cloud Work is designed to make your life simple. We'll even design the system to meet your needs. With 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

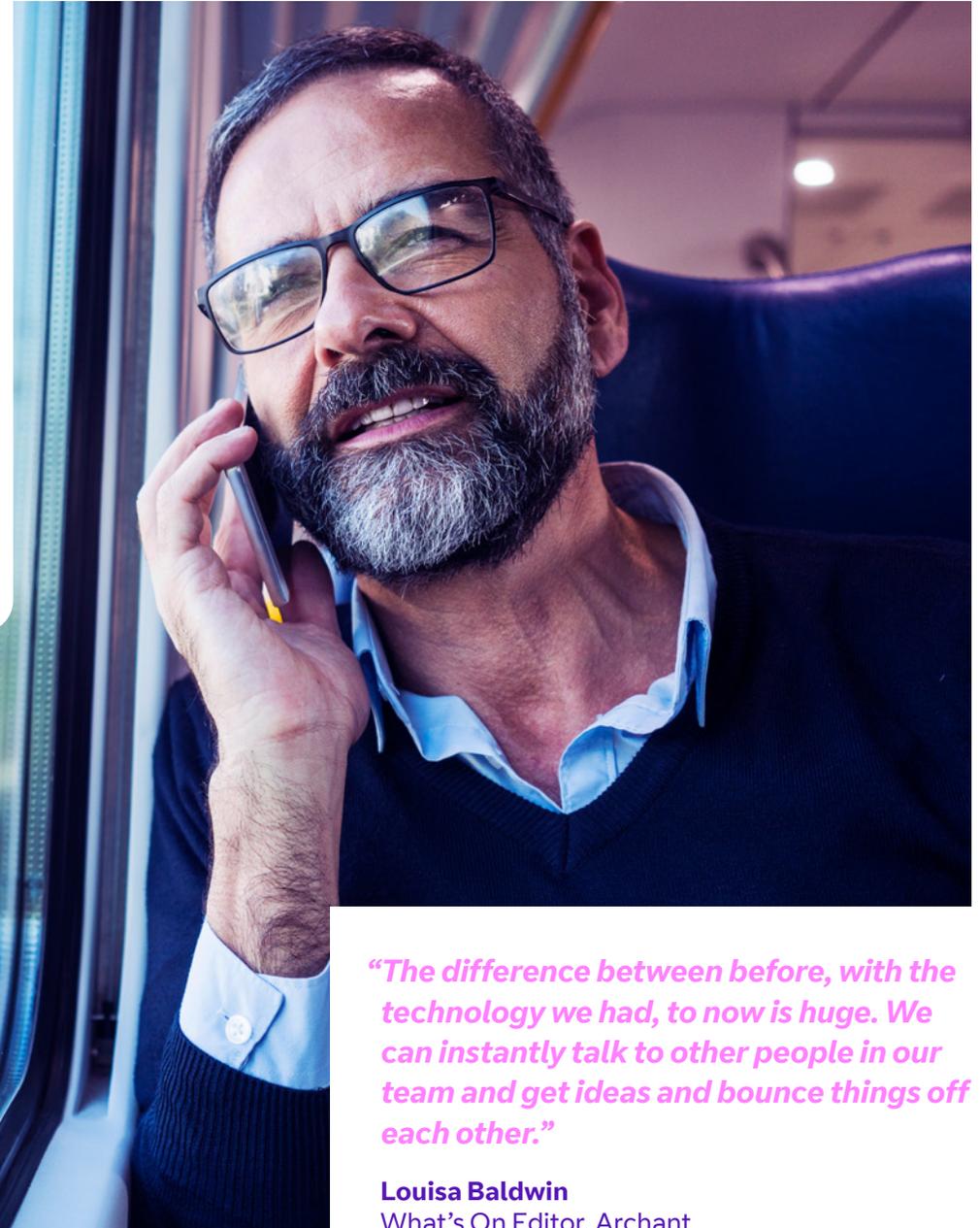
Cloud Work's a team player. It takes your communications to another level, seamlessly integrating with more than 100 business applications including Google, Microsoft, Salesforce, Oracle Sales Cloud, ZenDesk and ServiceNow. So your teams can continue to use the apps they know and love, and your business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

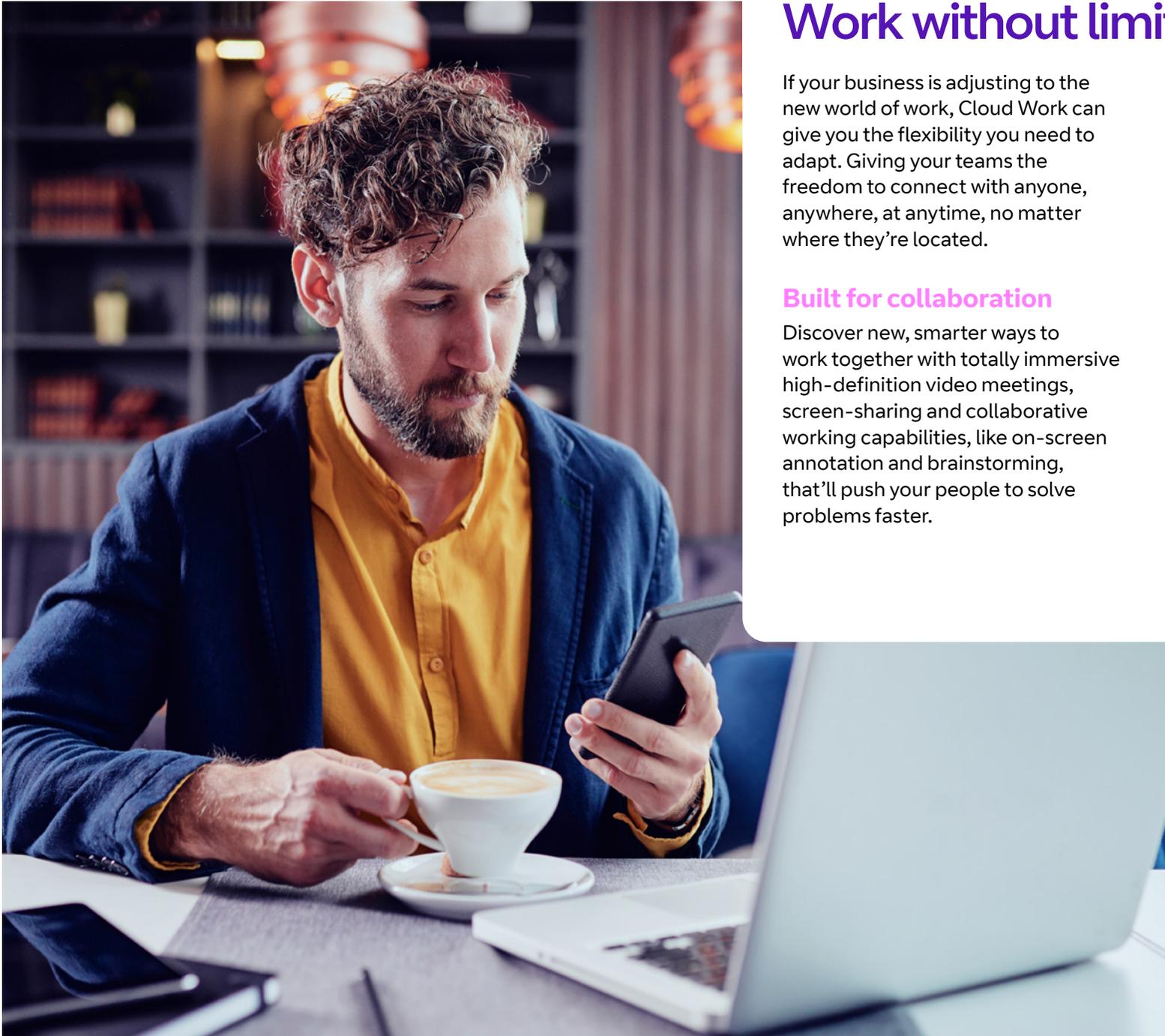
You'll always have the latest version

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



“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



Work without limits

If your business is adjusting to the new world of work, Cloud Work can give you the flexibility you need to adapt. Giving your teams the freedom to connect with anyone, anywhere, at anytime, 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, and hybrid working. And as you can work from anywhere, you can employ new and talented 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. So you can focus on what's important.

Transform your balance sheet

With fewer on-going maintenance expenses, your communication costs will fall as they move from CAPEX to OPEX. Plus, with bundled call packages, those costs will be totally predictable.

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. Removing the uncertainty from your operations and allowing you to identify potential risks before they happen. With greater insights, you can make more informed business decisions and better plan for the future.





Packages

Find your best fit

Cloud Work is built around your business. It's responsive to your requirements and can flex as you grow.

With a choice of licenses, you can select the best solution for your business. Each one includes reporting, analytics and customisable dashboard options.

Basic

Ideal for teams that need a general-purpose communication platform and want to improve collaboration. Manage calls, send instant messages, and work remotely, or on the move, with the Cloud Work mobile app.

Connect

For office-based businesses with multiple sites who need a full range of communication features like multi-site support, automatic call recording, HD video conferencing and mobile team messaging. Plus, seamless integrations with business-critical applications and systems will get your teams communicating like pros in no time.

Collaborate

The whole works. Ideal for larger organisations and growing teams that want the ability to collaborate from anywhere. Cloud Work Collaborate gives you everything from Basic and Connect, plus device status reports, unlimited calls and unlimited HD video meetings for up to 200 participants.

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. Offering 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 seven 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.

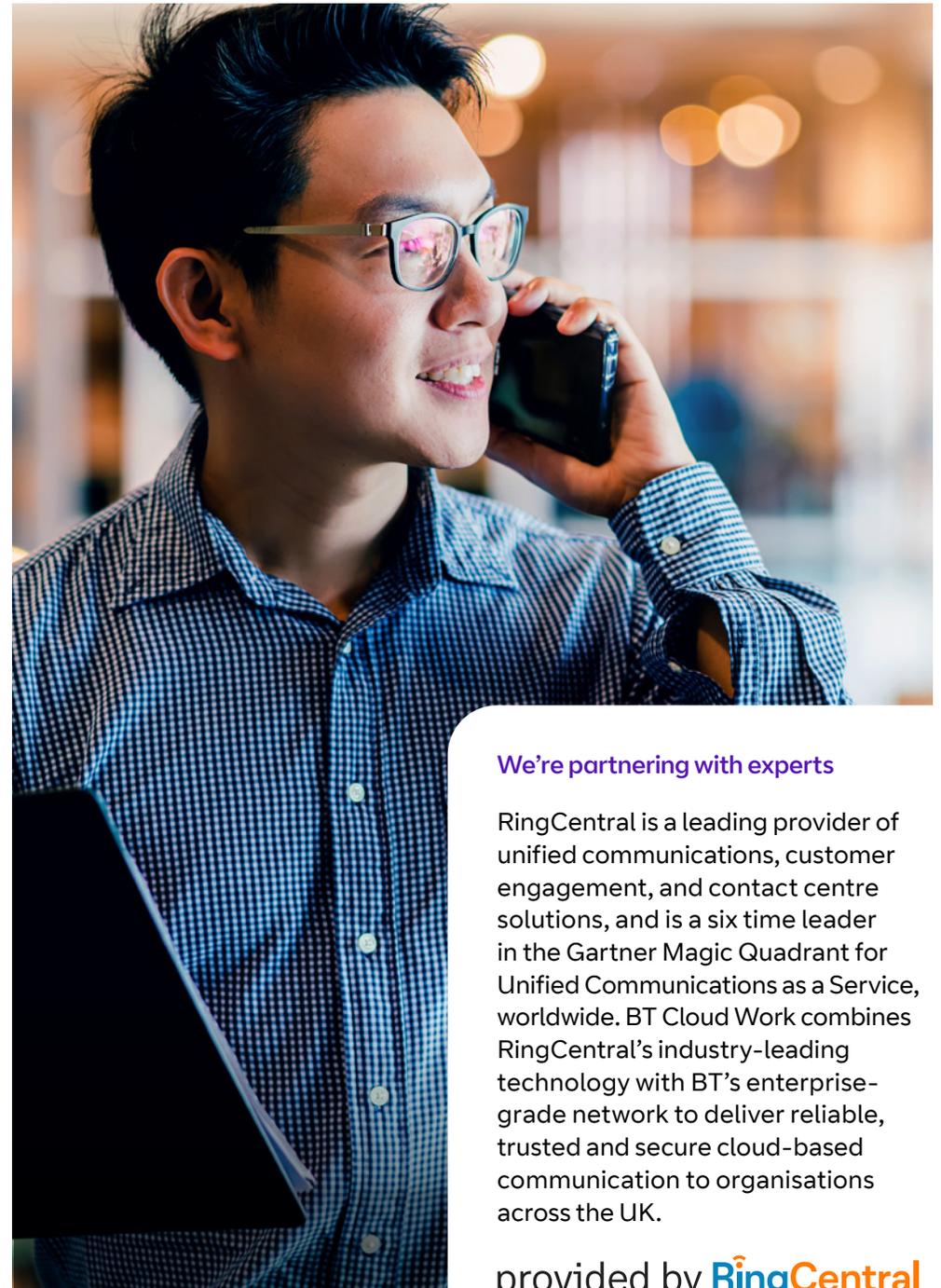
World-leading security

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 RootMetrics® Report H2 2020

UK'S BEST NETWORK SEVEN YEARS IN A ROW: Rankings based on the RootMetrics® UK RootScore® Report: From H2 2013 to H2 2020. 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 six 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

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