

Next Generation Working



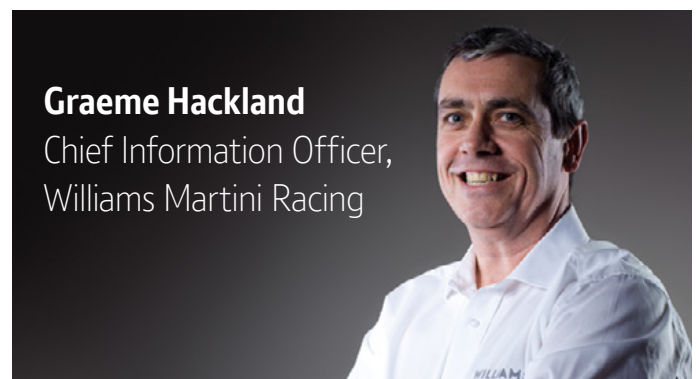
On the 23rd November we were joined by a panel of industry experts for our next generation working event. Read on to see our experts' advice on the steps you can take today to prepare your workplace and workforce for next generation working.



Ben Hammersley
Technologist & Writer

“Digital transformation isn’t a single event. Digital transformation is about creating a culture of innovation across the entire business, and every aspect of what a business does should be challenged. For every task, think to yourself, if we were doing this task for the first time today, how would we do it?”

“When it comes to technology, the biggest challenge is the people. I believe that businesses need to listen to users, as they are ultimately the ones that will be using whatever technological solutions are implemented. Our people should drive us from what they want.”



Graeme Hackland
Chief Information Officer,
Williams Martini Racing



Jon Webb-Peploe
Portfolio and Service
Creation Manager, Cisco

“Challenge the assumptions that have made you successful up to this point. And if you need help to do it, don’t be afraid to bring a partner in. Disrupt yourself.”

“Digital first businesses will be more profitable and if you’re not keeping up you will not be as profitable as your competitor who will be.”



Jonathan Pollock
Director of Corporate
Sales, BT

“Don’t be afraid to take the journey that’s right for your business. Don’t feel like you have to make huge, disruptive transformation right away, the change could be just incremental. I think the important point is just get going.”



Jeremy Spencer
General Manager,
Corporate Propositions BT



As markets become increasingly competitive, and opportunities to support new ways of working multiply, what are the solutions your business needs to be assessing to keep pace with change?

Here's what our experts had to say – about how to maximise the flexibility and impact of people's evolving working habits while keeping control of costs, as well as data security.



Smarter telephony

The options for communicating may have multiplied, but the phone remains at the heart of everyday business. There are lots of opportunities to improve its efficiency and impact though – whether that's moving the company switch to the cloud, or combining fixed and mobile call handling so that people have only one number to ring to get through to someone first time, wherever they are. BT can help with all of this.

Says Jeremy Spencer, responsible for BT's portfolio of corporate phone services, "Companies today want to be more agile and more cost-efficient, and provide a better service to customers. When it comes to managing voice calls, they're doing this by moving their PBX systems into the cloud – giving them new flexibility in how they handle calls, as well as more control over costs. Our cloud-based phone systems enable clever things like dual ringing on someone's landline and mobile, so they never miss a call. Alternatively, combined fixed/mobile solutions like BT One Phone mean it's no longer necessary to have separate handsets for in or out of the office."

Accelerated mobile enterprise

Next-generation working isn't just about people's increased mobile habits; it's also about rethinking the workplace. Three-quarters of employees spend a large percentage of their time working away from their desks – even if they're still in the building. Ensuring they don't miss calls means expanding mobile coverage across company sites, via Wi-fi.

At the same time you'll need to be smarter about how you manage demand on your internal network, as more devices connect to it. Along with our partners, we're ideally equipped to help.

Says Jeremy, "Solutions like Cisco Meraki are ideal in this kind of scenario – providing clever, easy-to-manage Wi-fi routing and security, all controlled via the cloud. And that's just one of the smart solutions we can bring into play."

Combining networks & new technology

As companies start to think beyond traditional boundaries, their opportunities multiply. Pop-up venues are a great example: it's now possible to get a new location up and running with essential communications, email and full payment facilities using 4G. "So, whether you're waiting for fibre broadband for a new office or want to achieve more at a temporary event, BT's business 4G helps you get up and running quickly," explains Gareth Turner, who heads up BT's Data & Security team. "Then, if and when you do put in fibre broadband, the 4G service acts as a useful backup."

As services progress towards 5G, companies will be able to be even more creative with mobile networks – not only because of higher connection speeds, but also the additional controls, and the ability to manage and collect data from all sorts of remote sensors and devices as part of the Internet of Things. "Whereas there are tens of thousands of 'things' connected over networks today, in the near future there will be millions," Gareth notes. "This paves the way for all sorts of new business and service innovation."



Security & the network

The days of data security being confined to a single company firewall are long gone. BT can provide measures that span all kinds of end user devices, and protect sensitive data as it passes in and out of the cloud for storage or processing. As the new EU General Data Protection Regulation (GDPR) comes into force in May 2018, organisations will face stiff penalties if they leave themselves open to customers' or employees' personal data being breached. We help companies do everything it takes to keep this sensitive data safe.

Says Gareth, "Success comes down to good governance, and smart, comprehensive security solutions that match today's sophisticated needs: solutions like Cisco Umbrella. This is delivered from the cloud, making it an easy way to protect your business and devices.

It's just one of the solutions we offer, along with GDPR consultancy so no aspect of security is left to chance. We've got 2,500 security experts to draw on too, including ethical hackers whose job it is to test for points of weakness, so our customers are in very safe hands."

- Jeremy Spencer is BT's General Manager for Corporate Propositions. At EE, he launched the first commercial 4G service into the UK market. Now that EE is part of BT he has responsibility for creating new enterprise solutions that combine the best of BT and EE.
- Gareth Turner, BT's Head of Data and Security Propositions, oversees both fixed-line and mobile solutions for BT's corporate customers.

Watch the extended highlights of the event to hear more from our expert speakers

www.bt.com/nextgenerationevent

