



O₂
business

Setting you up for success

How we can help your business tackle
some of the common business challenges

Telefonica

If you're asked what your business objectives are, what would you say?

Perhaps you'd start with delivering excellent customer service or stimulating growth. Or improving cost control and helping your teams to work more flexibly.

You may also be thinking about how to keep your business cyber secure and looking at business continuity should the need arise. Maybe you want to make your business more sustainable. And if you're hiring, you might include attracting the right talent.

In many cases, one influences another. So we prefer to think of all these business objectives leading to four crucial business outcomes.

Content

See how our business products and solutions will help you achieve these important business outcomes quickly and cost-effectively. And why we pride ourselves with developing a partnership that will help you solve your challenges, together.



Collaboration

Finding smarter ways to work together

BREAKING NEWS: People actually like work. It can be fulfilling. Rewarding. Challenging. Social. And fun.

What people don't like is when they can't work effectively. When they can't update a report because they're out of the office. When it's difficult to get people together at short notice or they need to travel in from all over. Or when they can't get to the office one morning because of childcare issues and they end up missing a vital meeting.

Happy people make the difference in any organisation. Especially when they can collaborate without friction. So finding better ways to work together as a team is important.

Maybe you want to prevent all those IT issues undermining productivity. You might have staff all over the country and want them to have the same tools as those at head office. Or perhaps you just want everyone to get to know each other a little better. So they can combine ideas and be more creative.



A digital workplace can do all that

It makes your people's jobs easier. They can connect. Share ideas. Gather feedback. And work with colleagues or customers in real-time. Anywhere they want.

Whether it's with virtual team rooms. Instant messages. Secure collaboration apps. Or just making landlines mobile. It's all about creating your own digital workplace. With everything people need to actually get on with their jobs.

There are already plenty of great collaboration tools out there. So what's stopping people working more effectively? Too often it comes down to complexity. Too many tools, not enough integration. Which makes collaboration a nightmare to manage. Unless you have a single platform that allows you to integrate your collaboration tools that is.

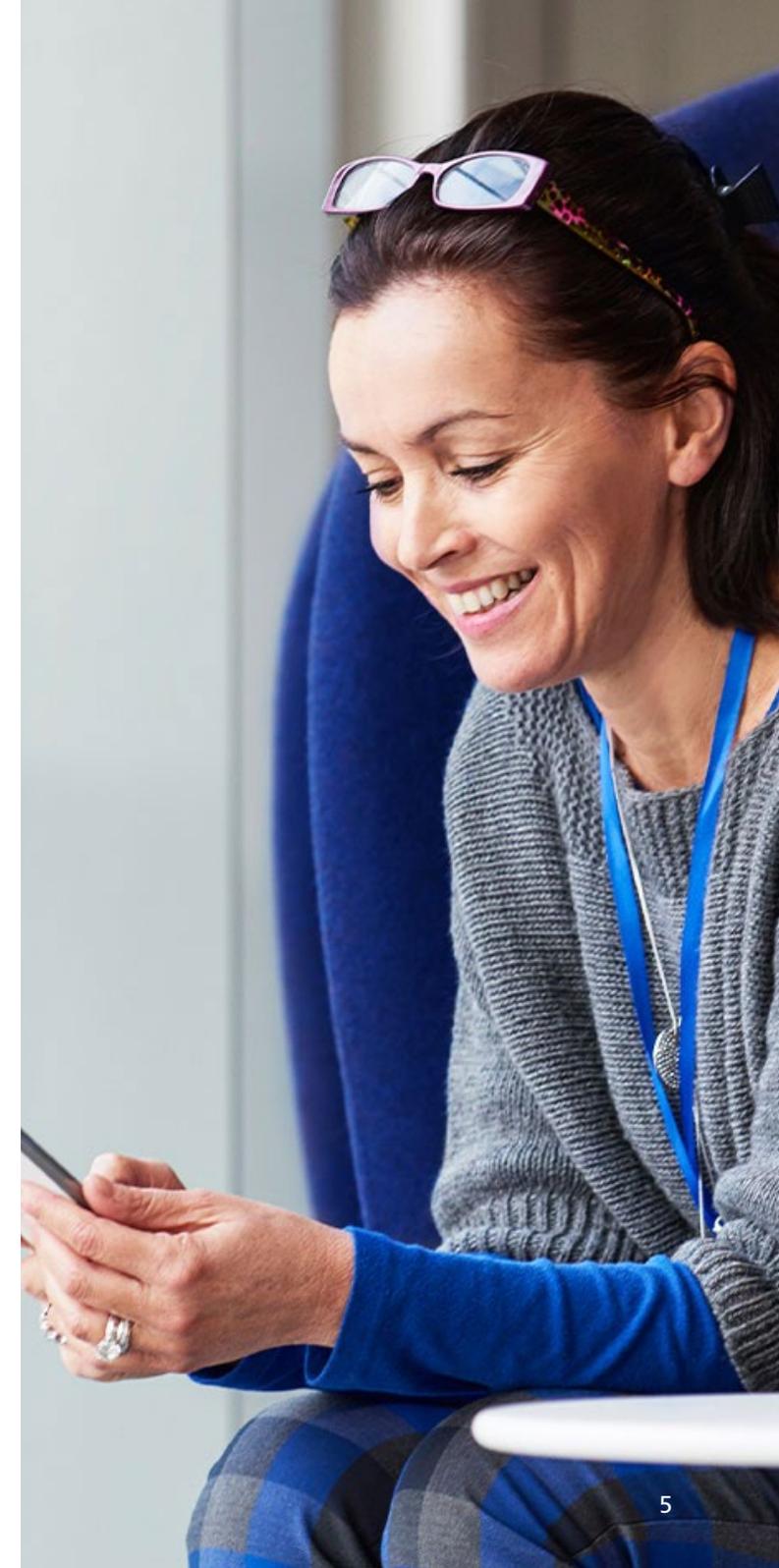
Creating a digital workplace with a blend of smart collaboration tools on a single platform has plenty of benefits:

- It slashes the time you might usually waste trying to connect people across the country
- It saves you the cost of office space and a hard-wired comms infrastructure

- It cuts your carbon footprint by reducing the need for office-based meetings
- It gives your employees more freedom to work effectively, in or out of the office
- It supports you in recruiting (and retaining) great people

And what about those people who don't yet work for you? For new generations of employees, team collaboration tools are one of the most important things people look for when applying for roles. Forbes¹ found that 'empowered employees' (people with easy access to the apps they need) are five times more likely to report increased productivity. And almost four times more likely to say their companies are more desirable places to work.

When you add it all up – happier teams, better collaboration, more flexibility and an attractive employer brand – there's nothing you can't achieve.



¹ The Impact of a Digitally Empowered Workforce, Forbes Insights and VMWare

How we can help you work smarter together

Microsoft Office 365

Whether your teams use one or two tools or too many to count, getting them to work together effectively can be a big challenge. Then along comes a platform that does it all. Office 365 is precisely that kind of platform. We'll get you set up on Office 365 and help you integrate all your Microsoft and non-Microsoft collaboration tools. You'll get premium versions of Word, Excel and PowerPoint. Plus an interface optimised for Android or iOS phones or tablets. Not just in the office. But on the move too.

Focused on protecting your data in line with regulations? We'll keep you covered with Office 365. This is the most secure version Microsoft have ever released (think enterprise-grade security to keep out hackers and viruses). And we'll make sure you're not only secure, but ready for our rollout of 5G. So you can take advantage of super-fast collaboration from anywhere.

Microsoft Teams

They say there's no 'i' in 'team'. We'll set you up on Microsoft Teams so you can collaborate with people in ways you simply couldn't until now. Your own team can co-author documents in real time. Share meeting notes easily. Collaborate with proximity sharing. Access files. The whole shebang.

Microsoft Teams is your all-in-one communications app. And it's not limited to conference or video calls. You can host webinars. Conduct training sessions. Communicate however you like. And we'll be there to give you everything you need. From migration to in-life support. Training. And how to integrate other Microsoft tools, collaboration apps and O₂ services.

Microsoft 365 Business Voice

Why not consider an all-in-one communication solution, bringing together calling, meetings and messaging into a single, scalable solution. It means that you can move on from a traditional PBX phone system that may need expensive maintenance and reduce costs with a cloud-based phone system.

You'll be able to get started in minutes without any hardware to install or manage. Never miss a call with voicemail to email feature. And build your auto attendant IVR to divert calls to all your business voice users whether they are in the office, at home or on the move.



O₂ Just Call Me

How do you connect experts to a customer call? How do you make it easy for your people to set up or join conference calls? How do you broadcast messages across a wide group? O₂ Just Call Me has the answers.

O₂ Just Call Me is the ultra-simple way to stay in touch. There's no need for premium rate dial-in numbers or complicated pin codes. Just press the button in the app and participants ring your mobile number.

Here's another way to keep your business working smarter:

Box

Sometimes having everything in one place makes all the difference. Say hello to Box. It's a cloud content management system for your files. Free your inbox from large files. Access content anywhere, on any device. And keep your confidential information, well, confidential. All because security and backup

Find out more about Box





Productivity

Boosting productivity across your business

How do you really go about improving what you do?

In elite sport they use the 1% Principle or theory of Marginal Gains. You break everything down and make incremental improvements. Those improvements add up. You only have to look at British Cycling and compare its haul of Olympic medals at London 2012 and Rio 2016 with what came before.

The same principle applies to modern businesses. When you make individual but continuous improvements, you can boost productivity. Without ripping everything out and redesigning your entire organisation.

Give your business a boost

Take easy-to-use conference calls. They cut the time people spend waiting for everything to be set up so you can get on with the main topic.

Or video meetings. These will reduce the amount of travelling you and your staff have to do to meet with customers or suppliers.

Or staff being allowed to log in with their own devices. Especially when you consider that **66%** of people want to use personal tech and apps for work² because they're familiar and easy to use.

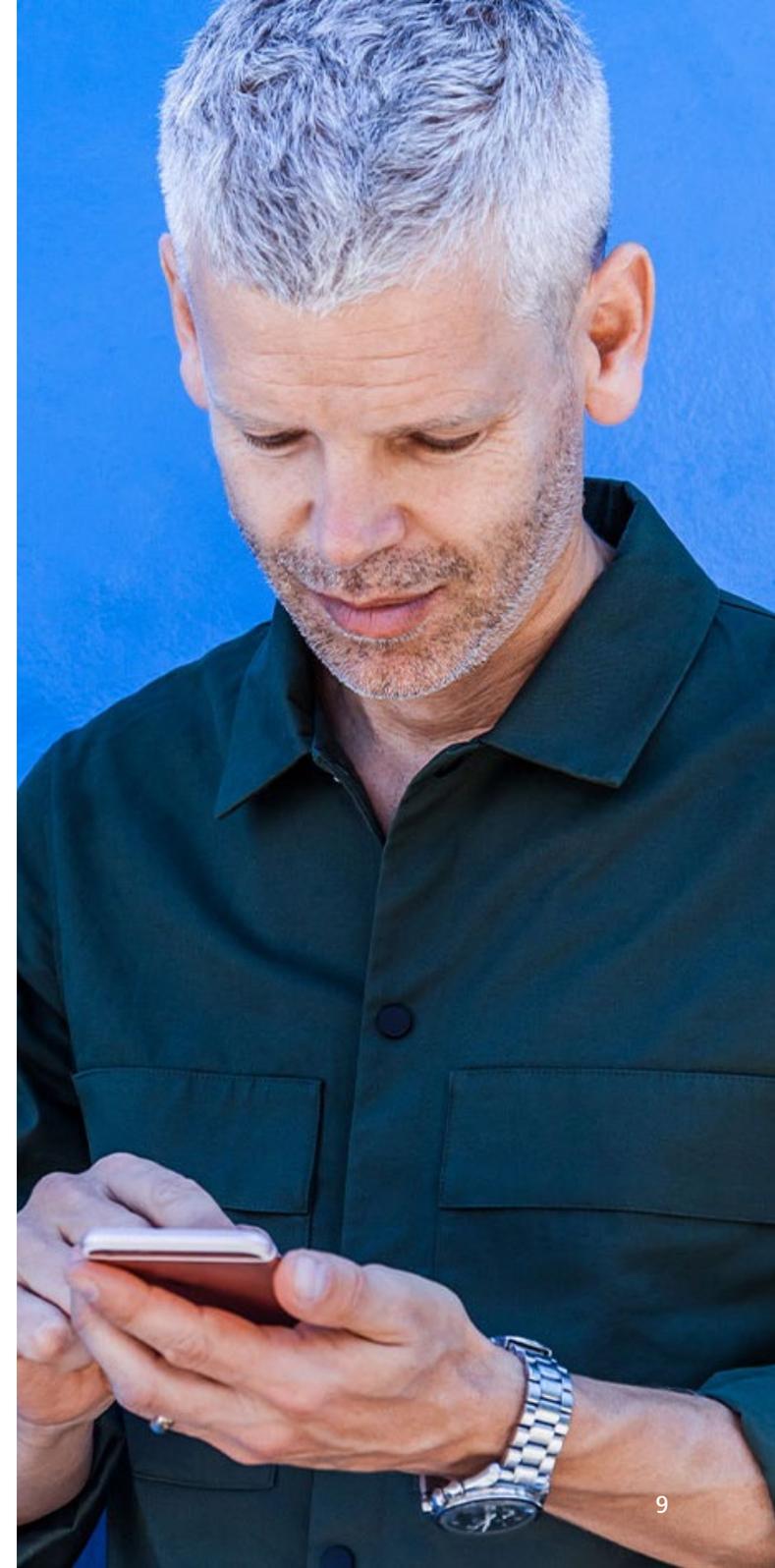
Or on-demand systems and apps. These allow your people to work anywhere in the building and anywhere away from the office too. So there are no barriers to getting things done.

And then there's just being able to simplify everyday processes. By optimising and even automating time-consuming tasks, your people can focus on adding extra value to your business.

It might be as simple as giving them mobile access to what they already use in the office. Like conference call apps, desktop software and voice calls. It could be changing your workflows to incorporate e-signatures on mobile devices so you can cut the time it takes to authorise documents.

By freeing up your teams in all these ways, they will get more of the important work done. Providing better customer experiences. Designing new products and services. Or being more responsive to shifts in the market.

On their own, individual measures may not seem much. But multiply the time savings per day by the number of employees you have. You'll soon see how marginal gains can become a major boost to productivity across your organisation.



² Ovum analysis

How we can help you boost productivity

Microsoft Office 365

Mobile teams crucial to your operations? Is creating and sharing content critical to your business? Whatever your secret to staying productive, we'll make sure your comms help you improve what you do every day. We'll get you set up on premium versions of Word, Excel and PowerPoint. Plus an interface optimised for Android or iOS phones or tablets. And it'll all be available for those who are out and about as well as in the office.

We've got your security covered too. This is the most secure version of Office 365 ever released (think enterprise-grade security to keep out hackers and viruses). Not only that, we'll make sure you're ready for our rollout of 5G. So your people can be even more productive. No matter where they are.

Microsoft Teams

Whether it's sharing ideas or touching base, working together fuels the fires of productivity. So we'll create a Microsoft Teams environment just for you. Your people can then co-author documents in real time. Share meeting notes easily. Collaborate with proximity sharing. Access files. You'll be on fire.

Microsoft Teams will also boost your productivity in surprising ways too. Yes, it's great for conference or video calls. But did you know it can help you host webinars or conduct training sessions too? And we'll be there to give you everything you need. From migration to in-life support. Training. And how to integrate with your existing productivity environment.

Microsoft 365 Business Voice

Getting your teams and your customers talking often comes down to the infrastructure. If you have Business Voice you can replace your old PBX phone system. Replacing it with a cloud-based, cost effective and easy-to-use phone system that leverages Microsoft Teams. It's secure, scalable and familiar. And is cheaper than a traditional PBX phone system.

Start a call, schedule and join meetings more easily from Outlook. Attendees can join from Outlook too or any web browser – without application downloads or sign-in. Boost productivity and get your teams talking, sharing and messaging from one simple platform. And never miss a call with voicemail to email feature.

Here's a few other ways to keep your business productive:

O₂ Just Call Me

Productivity sometimes comes down to one thing: time. If you can do something quickly and do it well then you're being super-productive. O₂ Just Call Me will help you do just that.

O₂ Just Call Me is the ultra-simple way to stay in touch. There's no need for premium rate dial-in numbers or complicated pin codes. Just press the button in the app and participants ring your mobile number. Job done.

Sophos security services

Sophos is the answer when you want to be productive yet fully protected. Pick and choose your security services. Pay per user instead of a big upfront fee. And manage everything from a single portal to reduce your IT admin. With Sophos there's no hassle and no hidden costs. Just robust cybersecurity for your business.

We'll help you defend your business against malicious apps or rogue wifi hotspots. Helping you to protect your revenues by potentially preventing downtime or regulatory fines following a data breach. Allowing you to carry on doing what you're doing, knowing everyone's data is safe.

Box

The little things can make all the difference. Like an inbox that's not cluttered up with large files. Or being able to access any kind of content anywhere you go. Without having to head back to the office. That's where Box comes in. It's a secure cloud content management system that will keep you productive and protected.

Mobile Recording

Quickly reviewing what was said or sent can save hours of time. Especially when you need an audit trail. Our handy recording service lets you capture any calls and texts on any mobile device. Easy to use. Fully secure. Completely seamless. It'll help you stay compliant. Even if people are working overseas.



Security

Staying secure and compliant

Business Owner. Operations Director. IT Manager. Administrator.

Question:

What's the one thing all these people have in common?
(Other than the fact they might work within your organisation.)

Answer:

Concerns regarding cybersecurity.

Cybersecurity was once the concern of the IT department and the IT department alone. And compliance was the remit of the office manager or business owner. Now, this is no longer the case. Everyone has a responsibility for maintaining the health of the organisation by staying alert to potential issues.

If data is the lifeblood of your organisation then your IT systems are the veins and arteries. And your network is the beating heart. All of these areas are vulnerable and require constant health checks. Particularly when figures from the UK Government's 2019 Cyber Security Breaches Survey show roughly **60%** of medium and large businesses identified a breach or attack in the previous 12 months³.

³ UK Government's 2019 Cyber Security Breaches Survey

Keep your business secure

Monitoring becomes even more important when there are so many different types of cyber threats and compliance obligations.

Some hackers are motivated by money. They hold businesses to ransom by preventing access to systems or data. Others are in it for the thrill.

They like to see the chaos that occurs after they've found a way in and hacked a typical office app. But there are internal threats too. Accidental data loss can happen when someone leaves a corporate device on a train. A disgruntled employee might use their access rights to steal sensitive information. Not to mention malware that came from a supplier email, lies dormant for months and then strikes as you're completing your year-end financials.

Maintaining cybersecurity and preventing data breaches have become legal requirements too. Most notably when it comes to protecting consumer data. So, whilst the drive for productivity and collaboration is leading to flexible working this has to go hand-in-hand with attention to cybersecurity and compliance. Which might mean integrating all the tools you have on a single platform to make it easier to stay on top of security concerns.

People want to work on-the-go? Sure thing. To protect company data just make sure they sign in to mobile apps with multi-factor authentication. (i.e. Not just a single password.)

Staff prefer to bring their own devices to work? Fine. You'll just want a virtual system that separates the organisation's apps from their personal apps.

And what if colleagues, customers and suppliers need to use your wifi? Not a problem. Your IT team will first want to make sure it has the latest security software installed to protect the core network.

A collective responsibility for cybersecurity calls for a collective response. Not just from people but across the platforms, devices, systems and apps you select to run your organisation.



How we can help you stay secure and compliant

Sophos security services

Sophos keeps you secure without constraints. We'll get it up and running to help defend your business against malicious apps or rogue wifi hotspots. So you can carry on doing what you're doing knowing your data is safe. And it's flexible too.

You can pick and choose your security services. Pay per user instead of a big upfront fee. And manage everything from a single portal to reduce your IT admin. It's also easy to integrate with your existing security set-up too. Meaning you can add extra protection without compromising your productivity or collaboration apps.

Microsoft Office 365 with Teams

You may have a small team in a single office. Or hundreds spread over multiple sites. It doesn't matter. With Microsoft Office 365 you get enterprise-grade security for everyone.

Yes, you get premium versions of Word, Excel and PowerPoint. Yes, you get an interface that works across Android and iOS phones or tablets. And yes, you can integrate Office 365 with all your other productivity and collaboration apps including Teams. But there's more.

The latest Office 365 is the most secure yet. So you can keep out hackers and viruses to ensure your data remains safe. We'll show you how to turn on the best security features. How to integrate it with your other security environments. And how you can use it to take advantage of our rollout of 5G.

Box

Powerful. Simple. Built for business. Box is a cloud content management tool with enterprise-grade security. You select from 100GB or unlimited storage. And with seven levels of access, you choose how much (or how little) anyone sees.

Box comes with internet banking levels of security. You'll get an admin console to control your documents and who's using them. All documents are password protected. They're given expiry dates for sharing. And you can restrict download settings. All of which means you can collaborate and be productive while staying completely secure.



Mobile Recording

Need an audit trail for all your voice calls and SMS? We'll set you up with Mobile Recording. It's easy to use. Completely seamless. And it'll keep you compliant. Even when people work overseas.

What makes it so secure? It's CAS(T) accredited. It conforms to BS10008 so the data is legally admissible in court. It uses AES 256-bit encryption. And you can limit admin rights. (Pretty secure then.)

Here's another way to keep your business secure:

Microsoft 365 Business Voice

If you're finding PBX phone systems expensive and inflexible, then Business Voice could be what you need. It's a secure and scalable cloud based platform that's cheaper than the traditional PBX set-up. It'll help you get your teams talking and deliver first-class customer service with state-of-the-art security built in. When hosting a conference call you'll be able to provide a landline dial in option alongside the usual Microsoft Teams calendar invite.



Customer experience

Doing the things that delight your customers

What's the reason you go back to your favourite restaurant time and again?

No doubt it's the quality of the food. It's probably got something to do with the service too. And perhaps also the price. And yet, there are those other things that encourage you to return. Like when they find some pens and paper to keep your youngest child occupied. When they remember that your elderly parents prefer a table by the window. Or when you receive an email just before your birthday with a voucher attached.

These small moments of delight often come about because of the people who work in that restaurant. Imagine those people had no time to spend on you or your family. They're too busy fixing a door to the kitchen that breaks every single week. They waste time entering each item you've ordered into a clunky till from the 1980s. Or they never get to look at your details on a list of regular customers so they don't know when to send out that special birthday email.

Now imagine that kitchen door is your expensive, out-of-date telephone system. That till from the 1980s is actually the software your employees have to use every day. And that discarded list of regulars is your customer data platform.

Giving employees smarter tools that allow them to look after your customers makes good sense. More so when you think about the cost of retaining your existing customers compared to acquiring new ones. Fostering loyalty and customer experience is a key metric for marketers in particular. As Gartner predicted, by 2020 some **81%** of marketers expected to be competing mostly or completely on the basis of customer experience⁴.

Give your people the tools to delight customers

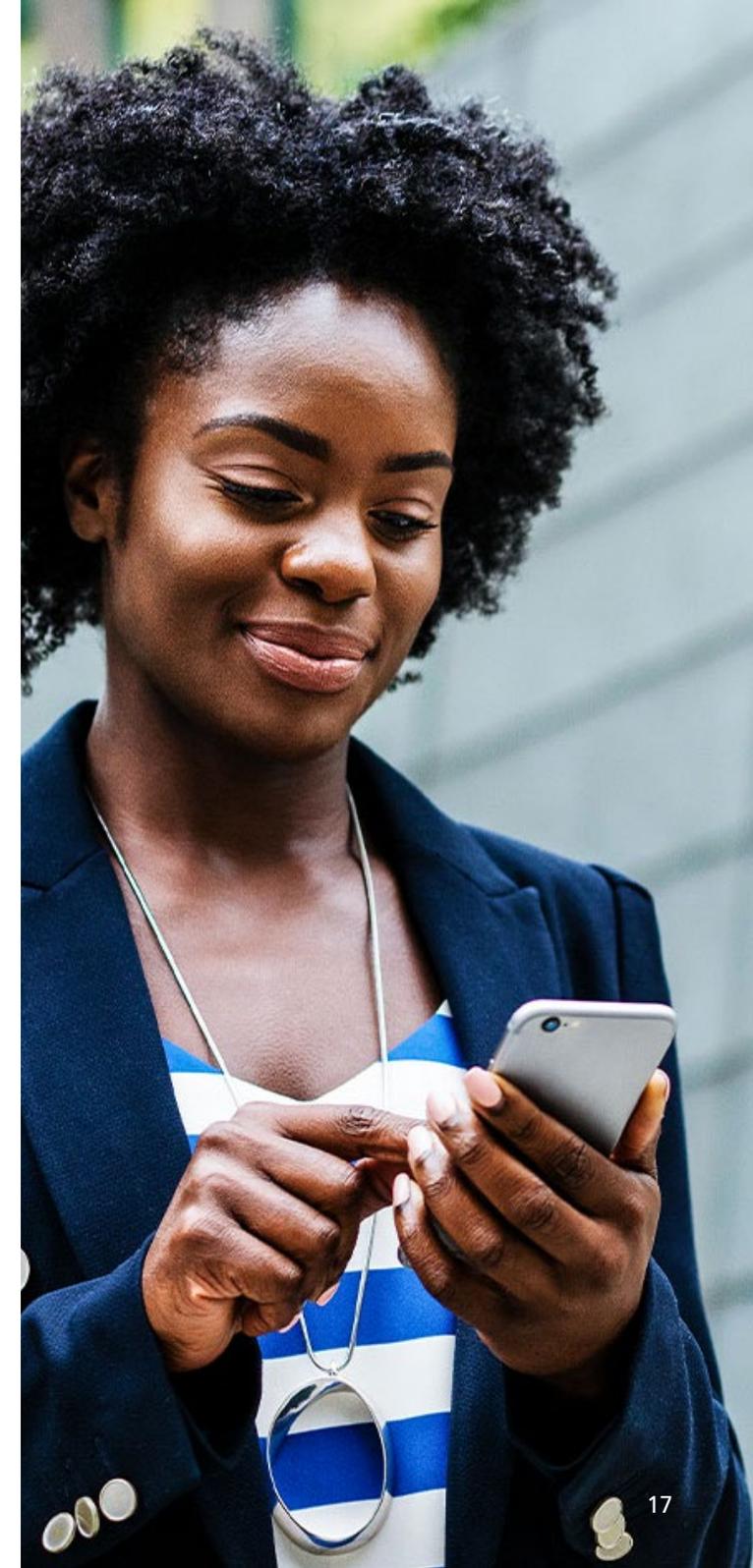
Your people know your customers and know what will delight them.

So when team members require approval for a deal, they need to be able to contact their line managers. With all your landline numbers linked to mobile devices, this won't remain a bottleneck in your revenue stream.

If your sales reps can avoid dashing back to the office to enter details into your CRM system they can spend more face-to-face time with customers. They just need access to your office apps on-the-move and round the clock.

It could be that those back in the office are asking to spend less time on everyday tasks and more time on targeted marketing campaigns. Intuitive data analytics tools and automating standard processes will free them to focus on your customers.

Smarter communications allow you to do all this. Whether it's unified voice and video calling, shifting apps to the cloud or securely storing and analysing customer data, there are simple ways to save time and resources. Time and resources that can be put to much better use delighting your customers – old and new.



How we can help you delight your customers

Microsoft Office 365

Office 365 gives you everything you would expect. Like premium versions of Word, Excel and PowerPoint. But there's so much more to it than that. Especially when it comes to helping you do more for your customers and employees. Like producing high-quality printed materials with Publisher. Sharing crucial internal documents via OneDrive or building an external knowledge base with SharePoint. You can even start your own social network with Yammer.

Contacting people is a doddle too. A single click is all it takes to email, chat or call. And there are other special features like Bookings. It's a collection of online systems that gives customers access 24/7. It sends out confirmation emails, calendar invitations or cancellation details. We'll show you all this and more. That way you can choose which version of Office 365 you need. And continue delighting your customers every day.

Microsoft 365 Business Voice

This is a simple way to make the shift away from the traditional – and often expensive – PBX phone systems and give your customers the phone service they deserve. Business Voice is an all-in-one, cloud-based communications set-up. It combines calling, meetings and messaging in a single, scalable service.

We'll get you started in minutes without any hardware to install or manage. You'll benefit from a more effective call management system. One that gives you all the features you'd expect. Like call park, forward and supervise as well as blind transfers, group call pick-up and caller ID. Plus, some you wouldn't. Like voicemail-to-email, presence and visual voicemail. So you'll be able to maintain a higher standard of customer service than ever before.

Microsoft Teams

We'll get you set up on Microsoft Teams so you can quickly start reaping the rewards. Like getting all your colleagues together for a virtual meeting from any device. You can upload customer details, like whiteboard images from a sales meeting. You can use polls, Q&As and the built-in messenger to give your meetings that extra spark. Your own team can co-author documents in real time. Share meeting notes easily. Collaborate with proximity sharing. Access files. The whole shebang.

It's basically your all-in-one communications app. And it's not limited to conference or video calls. You can host webinars. Conduct training sessions. And we'll be there to give you everything you need. From migration to in-life support. Training. And how to integrate other Microsoft apps, collaboration apps and O₂ services.

Here's a few other ways to delight your customers:

Box

If you and your colleagues work on the move then you'll know the frustration of not having all your customer details to hand. Especially if it's right before that big sales meeting. But with Box you can access all your content from anywhere, on any device. It's a cloud content management system that gives you and your team peace of mind, with security and backup built in.

Sophos security services

What would happen if one of your people's devices was lost or stolen? What would be the impact of hackers getting in via a phishing email? Would you lose confidential customer data? For most businesses, malicious apps, rogue wifi hotspots and dodgy emails are big risks. Which is why Sophos could be right for you.

Simple. Affordable. Secure. It's a pay-per-user suite of services that you can pick and choose from. All administered from a single portal to reduce your IT admin. There's no hassle. No hidden costs. Just robust cybersecurity that will help enhance your reputation as a trustworthy choice for customers.

Mobile Recording

Quickly reviewing what was said or sent can save hours of time. Especially when you need an audit trail. Our handy recording service lets you capture any calls and texts on any mobile device. Easy to use. Fully secure. Completely seamless. It'll help you stay compliant. Even if people are working overseas.





Business continuity

Keeping on-track during disruption

It is 18th Century US president Benjamin Franklin who is credited with the phrase, “If you fail to plan, you are planning to fail.”

Today, most businesses have some form of contingency plan in place. Often this relates to ‘known unknowns’. Like a supplier failing to deliver. A cyber attack. Or key staff reporting in sick all at the same time. Yet, sometimes all these things occur at once.

When this happens, you’ll still need to serve your customers. In turn, this means your business needs to stay productive. Meaning your people will need to work collaboratively. And this means ensuring your systems are secure. All of this can be summarised by another phrase that has become part and parcel of everyday business life: Business continuity.

Anticipating huge disruption is hard. Preparing for it is easier. Especially if you start layering actions on top of plans.

The most resilient organisations continually test disruption scenarios and adopt tools that allow them to continue operating in these scenarios. As President of the Rockefeller Foundation and expert on resilience, Judith Rodin, puts it in the opening chapter of her book, *The Resilience Dividend*:

“Resilience is the capacity of any entity—an individual, a community, an organisation, or a natural system—to prepare for disruptions, to recover from shocks and stresses, and to adapt and grow from a disruptive experience.”

And that is the ‘resilience dividend’ (or the payback from business continuity). The ability to not only weather the storm but to bounce back.

That could mean devising ways to adapt your customer services, so any disruption has much less impact on them.

And whilst not all jobs can be done remotely, having your experts ready to advise and reassure in times of crisis can go a long way to saving the business.

It could also mean:

- Having a productivity suite that is set-up for people to use their own devices when office-based equipment is unavailable. This will cut the risk of an inevitable drop-off in service that occurs when people have to change their work habits.
- Making sure your team don't just have the tools to work remotely. But also that they are adept at using them well before disaster strikes. Saving all that wasted time and effort that happens when people don't know how to use collaboration tools or video conference call dial-ups.

- Testing and re-testing your security set-up so you know it can stand up to remote working without risks. Knowing your apps are completely secure. Your employees' personal devices are not potential backdoors. Or that customer data remains safe in transit, so you stay compliant.

Business continuity gives you all this. But it shouldn't be a plan that's filed away on some dusty shelf. It should be a plan of action that's tested, updated and designed to help you survive... and then thrive when disruption does subside.



How we can help you keep on-track during disruption

Mobile Recording

If your people are working away from the office, they probably still need Office. With Office 365 they get premium versions of Word, Excel and PowerPoint. They also get a way to work together even if they're apart. The interface is optimised for Android and iOS so they can access mission-critical systems on the move.

Keeping in touch in no hassle either. A single click is all it takes to email, chat or call. There are other special features too. Like Bookings. This collection of online systems is ideal for physical or virtual events and meetings. It sends out confirmation emails, calendar invitations or cancellation details. And we can set it all up for you so you have a system that will support – rather than stand in the way of – your business continuity plans.

Microsoft Teams

When disruption strikes, you'll still need to communicate with your team. With Microsoft Teams, you can get people together for a virtual meeting on any device. It's more than a simple meeting app though. You can bring up customer details, whiteboard images and even set up polls or Q&As. All of which can help you respond to customers during a crisis.

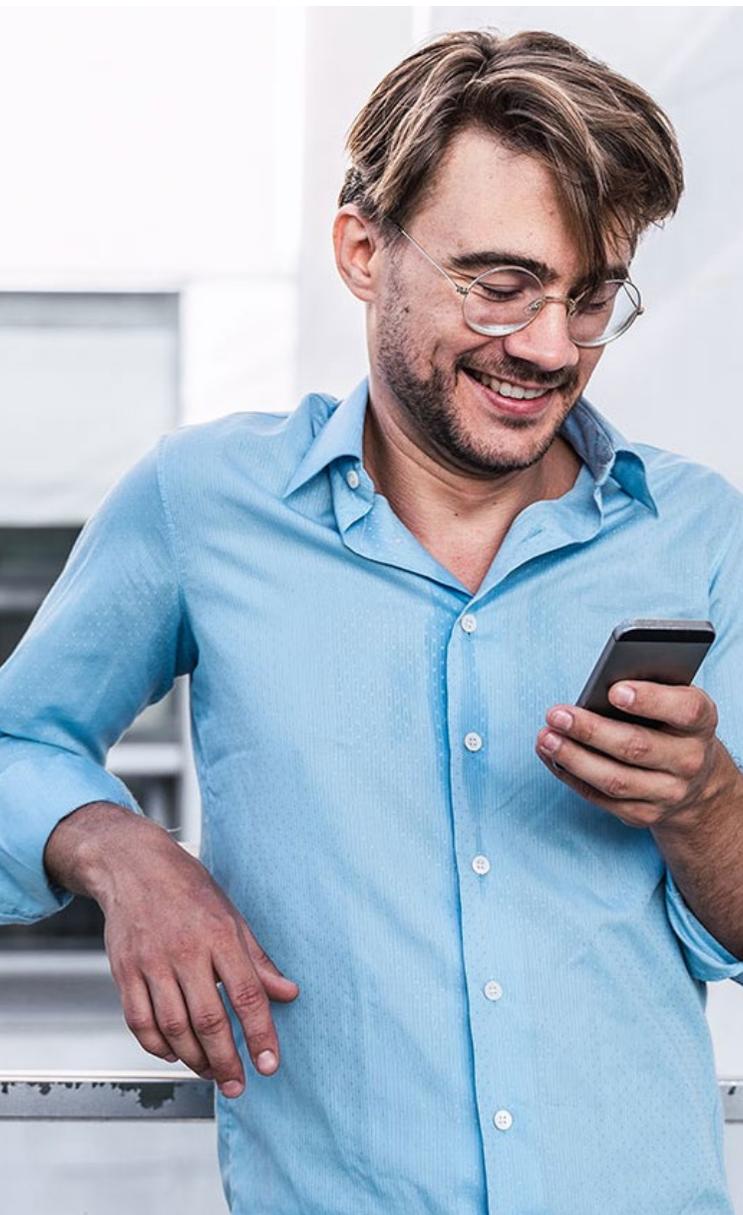
As a central communications app, you can all author documents in real time. Share meeting notes easily. Collaborate with proximity sharing. Access files. Send instant messages. And set up external-facing events like webinars or training sessions. We can get you up-and-running and show you how to integrate all your other Microsoft and non-Microsoft apps so it's ready when you really need it.

Sophos Security service

During disruption, there's often a lot going on. But this is not the time to suffer a security incident either. Our Sophos Security service will keep you secure even when disaster strikes. Use it to defend your business against malicious apps infiltrating your activities. And prevent rogue wifi hotspots bringing down your operations.

It's hyper-flexible too. Simply pick and choose your security services based on what you need. Pay per user instead of a big upfront fee. Then manage everything from a single portal that'll reduce your IT admin. It will even work alongside your existing security set-up. So you can stay productive and collaborate with confidence.

Here's a few other ways to keep on-track during disruption:



O₂ Just Call Me & O₂ Just Call Me All Hands

When you need a crisis comms tool, O₂ Just Call Me gives you an ultra-simple way to stay in touch. No premium rate dial-in numbers. No complicated pin codes. Just add the app, press the button and participants ring your mobile number. And with O₂ Just Call Me All Hands you can broadcast important messages to a much large group. So you can give everyone the same information in real-time. Regardless of how many sites you have.

Box

If disruption hits hard then there's every chance people will need to work away from the office or at home. But they'll still need access to crucial information – like customer order details or CRM systems. With Box, your entire team can access content from anywhere, on any device. It's our cloud content management system that gives you and your team peace of mind with security and backup built in.

Telefonica

To find out how we can help your business:

Talk to us now on 0800 588 4210

Or visit www.o2.co.uk/business

Published in June 2020. All information is correct at time of going to print. Telefónica UK Limited.
Registered in England no. 1743099. Registered Office: 260 Bath Road, Slough, SL1 4DX

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