

STILES HAROLD WILLIAMS

Unified Voice Solutions Proposal

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This budgetary proposal is provided for information purposes only and does not constitute an offer capable of acceptance. Charges are shown exclusive of value added tax and any other applicable duties and taxes which will be added to invoices. Projected savings are estimates only based on historic call spend provided by STILES HAROLD WILLIAMS and may not be achieved or may vary depending on such factors as future call and network characteristics. The information in this document is based on provision being subject to BT's standard terms and conditions for the applicable products & services.

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1 Executive Summary

In today's competitive business environment, communications technology is becoming ever more diverse and complex, with an increasing requirement for your organisation to be able to track investment and show performance. Moreover, BT understands that value for money is also a critical business pre-requisite, ensuring that your business enjoys maximum benefit from its network investment.

Following our initial consultation with STILES HAROLD WILLIAMS, the following document outlines BT's proposal to work with SHW to reduce costs, improve management information and increase the efficiency of its voice communications infrastructure.

It is our intention to offer market-leading solutions to demonstrate the potential benefits and cost savings of choosing BT. The following proposal goes beyond the traditional concept of offering a simple calls tariff; it will demonstrate how BT will work with SHW to provide unparalleled visibility and control of its costs through our competitive pricing solution and value add portfolio.

In order to support a financial justification for choosing BT, we have analysed your current costs and have modelled this against BT's most competitive pricing solutions.

We are pleased to present our findings and projected cost savings*:

Annual Saving on calls ¹	£511.58
Estimated end of contract reward ² for eligible spend	£633.00

*Based on the information provided and provision being subject to BT's standard terms and conditions for the applicable products & services.

¹Requires opt-in to BT proposed tariff solution. Cost savings calculated from historic spend information and savings will vary according to your future call and network characteristics

²End of contract reward is estimated based upon your historic spend information

³Annual saving on line rentals achieved through either Access Credit Scheme or through line rental credits. Subject to contract and terms & conditions.

2 Calls Analysis for SHW

A thorough analysis on a call by call basis has been carried out across your estate. This is summarised below, with annual savings being derived from the implementation of the following BT tariff solution: BT Business One Plan £30k Mobile Capping
rapolated to give a twelve month view of your likely call spend and forecast savings¹:

Existing Annual Spend (£)	Proposed Annual Spend with BT (£)	Annual Saving (£)	Annual Saving (£)
1,401.56	889.98	511.58	36.50

In addition to the above forecast annual saving, an end of contract reward² on eligible spend has been estimated at: £633.00

¹Requires opt-in to BT proposed tariff solution. Cost savings calculated from historic spend information and savings will vary according to your future call and network characteristics

²End of contract reward is estimated here, based upon your historic spend information. Terms & Conditions apply.

3 Areas For Further Cost Reduction

3.1 BT Assurance Plus

This is BT's enhanced service support. For customers who do not have BT Business Plan, BT Business Reward and BT Business One Plan, the charge for this service is £9 per quarter per line. Assuming 1000 lines, this suggests a saving on expenditure of £ 36,000.00 per annum for SHW.

4 BT Business One Plan

One discounted bill for your communications costs

Introducing BT Business One Plan.....Start saving your business time, money and effort

BT Business One Plan¹ allows you to combine your communications costs in a simple way, however much you spend, allowing you to pay it all from one single bill: landline calls, broadband, mobile calls or any of the other BT products and services covered by One Plan.

For SHW to benefit from this easy way to pay, all you have to do is agree with us what you think all your communication costs will be per annum and commit to it. You can spend your commitment however you want, giving you the flexibility to adapt to changing business requirements and seasonal affects during the year. You can also add or change at any time the products you are using to contribute toward your spend.

If you feel that the extra services you need could mean you end up spending more with us, all we ask is that your contract period begins again. This is to make sure SHW doesn't lose out on getting the full discount on any extra communications spend.

The higher your annual commitment, the cheaper your individual calls may become. It works on a tier system. If you meet your yearly commitment we'll reward you with an extra 5% credit on your eligible spend at the end of the year². However, reconciliation fees may apply if you do not reach your yearly commitment.

One number to support your needs

A single point of contact to provide you with all the information and support you need to get the best out of our service

One premium support package at no extra cost

BT Assurance Plus is an enhanced 24/7 service contract that saves you £9 per line per quarter

One switch maintenance service

We can provide value for money support for most BT or non-BT telephony systems, and all contribute to your minimum spend.

One provider for your landline, mobile, broadband and ICT needs

This means you get one bill, at one time with one number for all your queries.

One bill, payment and analysis tool⁹

The One Plan way to easing the time and effort you need to put into managing your communications needs.

One virtual meeting room

The BT MeetMe¹⁰ audio conferencing allows up to 40 participants to join a call. All call costs incurred count towards your minimum spend; it's instant and it's available at no extra charge for One Plan users.

A plan which answers your business needs

One capped price for UK landline calls (5p³ maximum)

Any UK landline call up to an hour will cost you no more than 5p from any of your fixed landlines.

One capped price for calls to most UK Mobiles⁴ (20p maximum)

Any call up to an hour will cost you no more than 20p from any of your nominated fixed landlines

One great unlimited deal with BT Mobile Talk Time

You can have unlimited mobile calls between your employees on their business mobiles to prevent costs spiralling out of control. You can also get three months mobile line rental at no extra cost⁵.

One big value package with BT Business Total Broadband⁶

Choose any of our broadband plans and it will contribute, along with any VoIP and VAS services, toward your communication spend.

One big saving of line rental

Receive a monthly 4.6%⁷ discount on your fixed line rental.

One simple way to cap your international calls⁸

The cost of any call from a fixed line for up to an hour has been capped. The cost of the capped call depends on the country you are calling. For example, 10p to the USA, 15p to many European countries, 20p to the Pacific Rim, China, Russia, South Korea and Taiwan and 50p to India, Pakistan and Bangladesh. All from your fixed landlines (3p set up fee applies, this is included in the capped price).

BT Business One Plan

For SHW to take advantage of the benefits of BT Business One Plan you would need to take a two year contract with a minimum spend commitment made up of one or more of the products from the Access portfolio below and at least one other service from Broadband and or Mobile.

Access	Broadband	Mobile: (BT Mobile service taken with any of the following services or tariffs)
PSTN Access Line *	Total Broadband Option 1	BT Business Standard
ISDN (ISDN 2, ISDN30)	Total Broadband Option 2	Business Circle VPN
Business Highway	Total Broadband Option 3	Business Circle IA
Featureline	BT Business Broadband Network	Business Circle Fixed Link
Featureline Compact	BT Business Broadband Network Premium	Business Circle Complete VPN
Featureline Corporate	BT Business Broadband Advanced (SDLS)	Business Circle Complete IA
		BT Talk Time*
		Blackberry Internet Services (BIS)
		Blackberry Enterprise Services (BES)
		BT Office Anywhere
		BT Fusion
		Mobile Direct (Low, Medium and High) for contracts signed prior to 1 April 2008. Not now available for new supply.

*BT Talk Time contracts signed before 12th March 2007 are not compatible with BT Business One Plan and the spend will be neither Eligible & Contributory Spend or Non-Eligible & Contributory Spend

Terms and Conditions

1. Opt-in required. Annual minimum spend of £500 plus and reconciliation fees apply. Minimum 24 month term. Requires commitment to 2 core products including a fixed line product. Conditions apply. See www.bt.com/oneplan
2. The reward is based on your eligible spend and certain levels of spend being reached. See www.bt.com/oneplan for details. Reconciliation fees apply.
3. Applies to 01, 02 and 03 calls. Pence per minute rate applies after 60 minutes. Set-up fees, fair use policy and conditions apply.
4. Applies to calls to the 4 main Mobile Operators only. Different rates may apply where numbers have been ported from other mobile networks. Opt-in required. Fair use policy, call set-up fees and conditions apply.
5. 24 month contract required for BT One Plan/ BT Total Business Broadband and BT Talk Time/ BT Business Circle Complete. Includes BT Fusion/ Blackberry/Office Anywhere line rental if purchased as bolt on. Office Anywhere VoIP/ E-mail add ons not included. Credit will apply to last 3 mobile bills. Terms and conditions apply. See www2.bt.com/static/i/btetail/panretail/terms/index.html
6. BT Business Total Broadband requires BT line/ similar and is subject to availability, minimum term and conditions. See www.bt.com/business/broadband for details.
7. BT Business One Plan customers receive a monthly bill credit on eligible lines of 4.6%. Applies to PSTN, ISDN2e, ISDN30e, ISDN30 DASS, Featureline, Featureline Compact and Featureline Corporate (not bespoke).
8. Opt-in required. Landline calls only. Annual minimum spend and reconciliation fee apply. 3p set-up fee applies below the cap. Call restrictions, Fair Use policy and Conditions apply.
9. Opt-in required. Limited to one report per site per month. Report covers maximum 50 telephone lines only. £500 tier get reports for 6 months, other tiers for the duration of the contract. Conditions apply.
10. New MeetMe customers' call charges incurred less than one month before the spend measurement date may not contribute to that year's committed spend. If this occurs it will contribute to following year's spend. Conditions apply.

5 The BT Value Add Portfolio

In addition to a financially compelling proposal, SHW can choose from an array of value added services that will provide a range of tangible business benefits.

5.1 BT Value Add- Business Fundamentals

The BT suite of Value Add products and services give SHW the ability to precisely measure and manage its communications infrastructure. This in turn allows you to focus on your business fundamentals, through saving money, making money and improving efficiency. Whichever mode or objective your organisation is seeking to achieve, specific elements of the Value Add portfolio will provide you with the tools in which to fully realise these.

BT Value Add Service	Save money	Make Money	Improve Efficiency
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BT One Bill Plus	X		X
BT Billing Analyst	X		X
BT Analyst Elite	X		X
BT Analyst Alert	X		
BT Network Call Performance	X	X	
BT Network Call Analyst	X	X	
BT Managed Reporting	X		X
BT Inbound Analyst	X	X	X
BT Back In Business		X	

Save money?

BT Billing Analyst allows you to quantify your fixed and mobile activities, within a comprehensive range of management reports. This may help you identify unauthorised use outside of normal business hours, or to destinations that do not feature within your normal operational environment. By determining what these are, your organisation will be better placed to take corrective and preventative measures, or even to recover cost. BT Analyst Alert will further enhance this capability by allowing you to police your network and take action in advance of your bill.

Make money?

Whether customer service is important to your external or internal customers, it is paramount to ensure that your network provides the optimum level of resources in which to handle your inbound calls. A missed call or delayed answer might affect your organisation's ability to retain or acquire new business. BT's Network Call Performance* and Network Call Analyst allow you to analyse how each of your key telephone numbers is performing and if you are experiencing bottle-necks. Analysis may even help you to decide on opening hours and set staffing rotas to capture that extra business opportunity, which would otherwise be missed.

Improve efficiency?

The BT Value Add portfolio includes a range of electronic reporting and statistical information; in particular that of BT Billing Analyst. Over and above the application's ability to analyse your BT One Bill, it also presents the facility to deliver key reporting to your personnel. This can be achieved with BT Billing Analyst's built in Scheduler tool and can allow you to automatically send report attachments via email, or to a shared folder within your organisation. This is of particular relevance for communicating multiple bill reports to cost centre managers and for the automatic transmission of call reports to mobile users. Effective implementation of BT Billing Analyst can therefore reduce manual intervention and save on staffing and administrative overheads.

** Provision of Network Call Performance is subject to survey.*

5.2 Analyst Consult

What will it take to make your company exceed all expectations?

BT Analyst Consult is a good start. Our specialist consultants are trained to help you harness the power of BT's Value Add products and services, analyse your fixed-line and mobile traffic and help optimise your telephony estate to facilitate greater cost savings and more streamlined business processes.

Charting a course through the changing business world

In today's digital networked economy, events can transpire and circumstances can change faster than ever before. To manage your business successfully, you need the ability to digest information quickly, the judgment to make optimal decisions and the flexibility to deliver an effective response. But above all, you need the support of people you can trust to help you gather the information, come to a decision and execute your course of action.

Your Analyst Consult team is committed to showing SHW how to use BT people and BT systems to help optimise its mobile and fixed-line telephony spend.

Bringing it all together

We're here to help you make sound decisions that could reduce the time and money spent considering your communications networks. Converged billing is one of the many ways in which we can help do this. By converging, or consolidating, all your telephony spend- including fixed and mobile networks- onto a single bill, you can see the whole picture at a single glance. You can access how much you are spending without getting lost in a sea of bills and paperwork.

Advice that delivers results

Whether identifying suspicious mobile or fixed-line calling patterns, suggesting new ways to manage your billing or helping you get the most from your analysis software, your Analyst Consult team will aim to keep you fully informed, giving you the advice you need to help take your business further.

Advice, guidance and proactive suggestions

Analyst Consult offers much more than just access to BT's suite of tools and products; it extends to communications best practice and analytical methodologies.

- Advice to help optimise your mobile and fixed-line telephony spend
- Suggestions on operational improvements
- Advice on developing billing processes and systems
- Exposure to and training on BT Value Add products
- Opportunities to contribute to software enhancements

Tactical Training and Analysis

Analyst Consult offers intensive on-site training and assessment, usually spread over three to five months, depending on your billing cycle. The following example is for illustrative purposes only; your consultant will liaise with you to determine our best schedule for your business.

Month 1- Setting the scene

Working with internal project teams and billing personnel, we'll use this half-day session to draw up a BT Contacts Schedule and introduce the Analyst Consult objectives.

- Overview of the Analyst Consult process
- Defining your cost centres
- Staff telephony policy assessment
- Introduction to BT Billing Analyst

At the end of the session, your consultant will take away your One Bill Plus for analysis.

Initial findings

Your second session will focus on some of the findings from the One Bill Plus analysis undertaken by your consultant.

- Setting benchmarks
- The Cost Reduction Register
- BT Billing Analyst training

Your BT Billing Analyst (BTBA) training will show you how to run standard reports that identify, for example, the longest and most expensive calls, and will also teach you how to identify redundant or cost-inefficient equipment, how to perform inter-site analysis and how to apply the correct BT discounts to your lines.

Full training

The last session of Month 1 will complete your introductory BTBA training and, if your company has a telemarketing division, introduce you to BT Inbound Analyst (training can be split geographically).

- Full training on BTBA
- Optional training on Inbound Analyst
- BT Value Add products and services

The session will culminate in a review of Month 1.

Month 2- Assessing the progress of benchmarking

Following on from the internal audit done on your site during Month 1, your consultant will take you through the steps of removing redundant lines and equipment and replacing non-cost-effective equipment.

- Prepare and agree Value Register
- Review internal audit of main site
- Follow-up BTBA (and Inbound Analyst) training

Training and methodology

Company staff are integral to this session in which progress will be assessed and ways forward identified.

- Setting up Billing Solutions reports

- Rollout of selected BT Value Add products and services (eg BT Analyst Alert, Network Call Performance¹ and Network Call Analyst²)

The day will culminate in a review of Month 2.

1. *Provision of Network Call Performance is subject to survey. NCP provided at additional charge of £10 per report per month (Exclusive of VAT), outside of BT One Plan, BT Business Plan and BT Business Reward tariffs. Provision is subject to survey. Terms and conditions apply.*
2. *2 Network Call Analyst (NCA) requires NCP (note #1 applies). NCA provided at £50 one off administration charge (Exclusive of VAT).*

Month 3- Progress review and documentation

Drawing on findings from the first two months, your consultants will work with you to draft documentation during this session.

- Assessment/ actioning of any project shortfalls
- Finalise Cost Reduction Register
- Finalise Value Register
- Q&A

Final Training

This final session in the Analyst Consult programme rounds up the findings and helps prepare you to take the billing side of your business into the future.

- Billing Solutions reports review
- Cost Reduction Register/ Value Register sign-off
- Progress to date
- Where to from here?

Measurement is management

The Analyst Consult service appreciates that the course sailed by each business is different and, as such, the resource we offer will be appropriate to your individual project. We're sensitive to your requirements and always agree the timescales and depth of involvement required before embarking on an Analyst Consult programme.

5.3 BT One Bill Plus

One Invoice. One CD-ROM¹. On one date. With one Direct Debit

SHW may use several different communications services – with a separate invoice for each. Some may fall monthly, others quarterly. Managing them all can be confusing, costing you time and money.

Cutting out confusion

BT One Bill turns complexity into simplicity. Whether for one location or 100, it consolidates all your communications bills onto a single invoice to a single address. All contained on a single CD-ROM to give you an instant digital overview of your entire communications estate with one figure for all your services, clearly itemised to cover what you want. With one direct debit, either monthly or quarterly, on one day you choose what suits your business – and your cash-flow – best.

Delivering clarity, adding value

When you switch to BT One Bill, you open the door to BT's full range of value add products and services. These products and services help improve your decision-making and help increase the efficiency with which you deploy your communications.

- 1. Provision of CD ROM is subject to minimum of 5 BT source accounts*

5.4 BT Billing Analyst

Analyse, manage and control your communications costs.

Today, over 5,000 of our business customers use BT Billing Analyst to give them improved control over their communications costs. This easy-to-use and powerful software package- available at no extra charge to all BT One Bill Plus customers- helps give you a potent insight into the way you use your communications. It puts you in control of your telecoms costs to help cut wastage and save money.

And BT Billing Analyst is your key to getting the most out of your billing. It explains how your telephony costs are incurred across your business and is far quicker than analysing paper bills. It will check details of the calls you've made, track activity patterns and even print bills with the same look and feel as your old paper statements.

With the enhanced features of BT Billing Analyst, you're also able to customise your reports, create trend reporting on your historic One Bill Plus bills and even automate for the sending out of your organisation's key reports via email. This further enhances your ability to accurately budget and reduces the time taken to supply your stakeholders with powerful business information.

- You receive your One Bill Plus billing data on CD-ROM¹ every month or every quarter (depending on which billing period suits you best)
- BT Billing Analyst's user friendly software interface guides you through the steps of importing and analysing your data
- Lets you toggle between a Lite and a Pro version according to your analysis needs
- Whether you opt for Lite's snapshot view and management level reports or Pro's intensive investigation tools, BT Billing Analyst will transform the way you control costs and manage your communications estate

Features

- Available at no extra charge for all BT One Bill Plus users- on CD-ROM¹ or by Internet download
- Instant electronic analysis of your raw billing data, site-by-site; by bill element
- Single user, easy-to-use with intuitive controls
- Choose from Lite and Pro versions for simple or in-depth analysis
- Fast import of your One Bill Plus call data- including mobiles
- Set your internal cost centre structures, to 5 levels
- Fast, flexible and customisable report generator
- At-a-glance, easy-to-interpret charts and graphics; downloadable to Microsoft Excel
- Identifies your top 100 calls, by cost, duration and frequency
- Checks call details, tracks activity patterns
- Regular training events by BT's experts
- Regular software updates issued by BT

1. Provision of CD ROM is subject to minimum of 5 BT source accounts

Benefits

- Fast analysis helps save you time and money with powerful management information
- Helps identify lines that are under/over utilised, improving your resource management
- Helps identify call trends- authorised or unauthorised- to reduce wastage and cut costs
- Budget tracking tool helps increase management control
- Helps assess the success of your promotion and telephone marketing campaigns
- Powerful exception reporting helps combat fraudulent use of your telephony resources
- Provides you with the ability to cost-justify new communications projects and ways of working
- Helps enable improved decision-making
- Expert support just a phone call or email away.

5.5 BT Analyst Elite

Networked, multi-user power

Larger organisations may wish to network BT Billing Analyst for multiple users. No problem: all you need is a SQL server database application – very common in organisations operating local or wide area networks (LANs and WANs). BT Billing Analyst Elite gives an unlimited number of users simultaneous access to all BT Billing Analyst's powerful features.

Powerful investigation – right across the network

Analyst Elite enables simple administration control from where you can assign, by cost centre or any other identifier, personalised data mining on any part of the BT OneBillPlus without the users seeing parts of the bill they shouldn't. In other words, the cost centre owner/manager can see only their part of the bill and nothing else.

BT Billing Analyst Elite offers the same compelling features and benefits as the single-user BT Billing Analyst and operates off the raw calling data we send you on CD-ROM. As with BT Billing Analyst, Analyst Elite is continually developed ensuring you have the tools to measure and manage your costs.

5.6 BT Inbound Analyst

Improving customer service, improving response

If your organisation is running extensive inbound telemarketing services for your customers- and a positive, efficient call handling experience is vital to retaining their loyalty and developing your brand. If it takes them too long to get through, you want to know about it. If their calls- for whatever reason- aren't getting through at all, you want to know about it.

The simple solution? BT Inbound Analyst

It's a dynamic data mining and graphical analysis tool that helps you plot the effectiveness of your inbound telemarketing services. And it's easy to use- simply download your raw call data each week (or receive it on CD from the Inbound Services team- whichever suits you best) and BT Inbound Analyst will help give you a clear overview of how your billed or revenue generating numbers are performing.

The result?

You could benefit from improved decision making by using a management information asset that uses hard operational facts. BT Inbound Analyst helps you to fine tune your inbound telemarketing operations, re-allocate resources and help boost the efficiency of your call handling teams.

Positive and efficient call handling experience is vital to retaining loyalty and developing your brand.

Features

- Available at no extra charge for BT Inbound customers
- Simple, easy-to-use and intuitive interface
- Numerical and graphical reports of non-geographical 08 and 09 inbound numbers
- Generates reports for specific days of the week and analyse shift patterns
- Colour-coded maps of the UK show performance by region
- Slice and dice data by post code or TV region
- Zoom-in facility for greater detail and call volume data
- Drill down from top-level reports to specific information
- Plots trends and track effectiveness of each campaign

Benefits

- Helps improve the customer experience, improves customer service
- Helps improve campaign efficiency and helps cut your costs
- Helps improve the targeting of each campaign you run
- Helps you choose the most effective media for reaching customers
- Helps you build accurate profiles of your customers
- Helps improve the way you manage and deploy your call handling teams
- Helps identify inbound operational issues before they can adversely affect your business
- Helps provide succinct management information that helps you improve decision making
- Helps you base your customer service strategy on hard facts

- With regular training events by BT's experts
- Expert support is just a phone call or email away.

5.7 BT Analyst Alert

Fixed and Mobile protection

The need to protect profitability is more important than ever- and your phone costs contribute significantly to your operating overheads.

With the new edition of BT Analyst Alert, not only can you police all your fixed calls, but all your mobile calls too. And you don't have to wait until you receive your BT One Bill to do so- BT Analyst Alert will help you do it daily for maximum peace of mind.

What is BT Analyst Alert?

BT Analyst Alert is the perfect partner to our range of billing management solutions that turn your communications estates into business assets. To use it, you'll need to be a BT One Bill customer. A complementary and secure software solution that runs over the Internet, BT Analyst Alert monitors all your outbound fixed and mobile calls 24 hours a day, using email bulletins to alert you to potential calls exceptions.

How do I get started?

It couldn't be easier. Because BT Analyst Alert operates across the Internet, there's no software to install and no hardware needed. You simply register your details at www.btanalystalert.com; you will then receive an email confirming all the details: then simply click the secure web link contained in it and type in your BT One Bill account number and password. BT Analyst Alert is now running- protecting and policing your organisation's fixed and mobile communications.

Features

- Analyses all fixed and mobile lines on your BT One Bill
- Every day you receive one email bulletin for both your landline and mobile calls- for each One Bill
- The daily email shows all calls from mobiles including SMS and calls over 50p from landlines
- A secure website provides full details including originating number, number called, time of call, duration and indicative cost
- You can toggle between all your monitored BT One Bills
- Operates securely over the Internet- no new software or hardware needed
- Quick and easy to set up from www.btanalystalert.com, we'll aim to have you up and running within two working days
- Single or multi-user, it stores up to 14 days of historical fixed line and mobile call data
- Itemised call data can be downloaded into BT Billing Analyst for further analysis
- Full helpline support during office hours (Monday – Friday, 8am to 5pm. Excludes public and bank holidays)

Benefits

- Delivers improved control of your comms overheads- at no extra cost
- Helps you identify and stop unnecessary calls to save money- fast
- Helps identify and eradicate fraud or misuse before it impacts on your business
- You don't need to wait for your BT One Bill to check extraordinary calling patterns
- Daily email for each BT One Bill gives you confidence all your calls are under control
- "Always on" monitoring for all day, every day protection- includes home worker phone numbers, modems, fax and alarm lines
- Complementary service for all BT One Bill customers that cost you nothing

5.8 BT Network Call Analyst

(incorporating Network Call Performance)

For a number of years, BT Billing Analyst has offered unrivalled analysis of your Outbound Calls and Costs. But have you ever wondered what's happening to your Incoming Calls? If you know how your inbound and outbound calls are performing at any given time, then you're ideally placed to improve your customer service and your customer relationships.

BT's Network Call Performance* (NCP) gives you exactly that advantage. It's a secure, fast and easy-to-use online network management tool that offers at-a-glance graphical network intelligence that keeps you in touch with your inbound and outbound calls handling.

But we think we can give you even more insight and control- Welcome to BT Network Call Analyst (NCA).

For exclusive use with BT NCP, this useful software tool turns valuable but static BT NCP report information into animated data that you can manipulate, interrogate and even apply to individual cost centres across your organisation. It helps save you money, improve efficiency and enhance the way you deploy your customer relationship management programmes.

**Provision of Network Call Performance is subject to survey*

What is BT Network Call Analyst?

BT NCA is a software tool that works in tandem with BT's Network Call Performance service and BT Billing Analyst. While BT NCP provides you with static summary reports in Acrobat PDF format, BT NCA takes you one step further and lets you import the static report data and manipulate it for improved insight. You simply download the BT NCA software from the web and pay a one-off £50 set-up charge to give you access to the NCP data in the correct format. The NCP data can then be downloaded online free or supplied by BT on CD for an additional charge.

BT Network Call Analyst is easy-to-use plus:

- Provides visibility of all calls both inbound and outbound, including engaged and unanswered calls

- Gives an overview of your entire phone estate, detailed by each phone number used
- Focuses right down to individual lines on a particular day at a particular hour
- Provides time-to-answer information
- Allows you to allocate and breakdown your call overheads by each cost centre

How can BT Network Call Analyst help my organisation?

If you're running inbound or outbound contact operations, then you need BT NCP and BT NCA to give you the insight into exactly how your phone estate is performing. While BT NCP provides you with the reports, BT NCA lets you analyse and manipulate the report data to generate additional management information for:

- Assessing and implementing your phone policy
- Measuring productivity from group to branch and individual levels
- Measuring the impact of your marketing and advertising campaigns
- Analysing your phone capacity and its performance against demand

Combined, both BT NCP and BT NCA demonstrate the value of being with BT, liberating the power of the network to put you in control of your customer communications and your costs.

Features

- View the financial impact of missed or engaged calls
- Easy-to-use, just download the software as a module for BT Billing Analyst
- Identify exactly what proportion of customer calls go unanswered
- Analyse and cut your call performance data for fine tuning of your calling programmes and network needs
- Analyse data on all calls whether over PSTN, ISDN or Featureline
- Identify the volume of inbound calls receiving an engaged tone
- Detect unanswered calls and the time taken to answer successful calls
- Gauge the efficiency of individual sites by monitoring selected lines

Benefits

- Helps improve call handling efficiency and provides the analysis you need to deliver a superior customer experience at a lower cost
- Provides a clear insight into how your calling teams are performing
- Provides an accurate overview of your call traffic
- Helps you identify and address operational issues before they affect your business
- Expert support just a phone call or email away
- Enables comparative analysis over time for improved decision-making.

5.9 BT Managed Reporting

Delivering executive level reporting to you, saving you time

At BT we are committed to the introduction of innovative solutions to reduce the time you spend on administration and to improve your efficiency. Our complimentary value added service; BT Managed Reporting is available to our One Bill customers as a no-cost option and can usually be set-up once the BT One Bill plus has been established.

On-going key information is presented via a series of high-level Microsoft Excel or PDF reports. This enables you to identify and correct any situation falling outside your method of operation. BT Managed Reporting will be delivered electronically to you, shortly after each BT OneBillPlus and can also include your organisation's cost centre structure and call trend information.

5.10 BT Assurance Plus

Providing a timely response and flexible solutions to keep your business talking

Great customer service and value for money services will differentiate us from our competition.

BT Assurance Plus comes free with BT Business One Plan, BT Business Plan and BT Business Reward (excluding BTBP Lite) and brings your business the high level of care, attention and response you desire.

BT Assurance Plus is designed to provide a quicker response, better management of faults and minimises disruption to your business by providing alternative solutions to keep you talking.

How BT Assurance Plus drives home an enhanced service

Calls answered 24/7- we aim to answer your call within 15 seconds - and always by a dedicated person

Speak with qualified service team experts- you'll be assisted by service professionals who are trained to deal with any BT service related issues you may have

Immediate diagnosis of your fault- upon receipt of your call by a qualified member of the service team, we will endeavour to resolve your problem while you are still on line. Around 40% of all line problems can be fixed remotely. If this is not possible an engineer will visit your premises the following working day to remedy the situation

Uninterrupted call service- to help make sure you don't miss business calls, we can divert your faulty line to another inland number or mobile¹ of your choice until the repair is complete. All you need is a suitable number to divert to. For a major fault, we can provide mobile facilities² to keep you going within 4 hours wherever possible. These include use of mobile phones, mobile fax machines and mobile Internet access as required. Our service team will help provide the combination that suits your individual needs

Information updates- if we are unable to resolve your problem immediately, our highly skilled team will take ownership for managing it through to resolution. We will keep you updated on a regular basis by email, text or phone, as you choose

1. *Subject to having a suitable number to divert to.*
2. *Mobile office solutions will be provided subject to availability and at BT's discretion.*

5.11 BT Back In Business

Today more than ever, business is faced with an increasing amount of threat: Floods, fire, power cuts, terrorism, vandalism and even human error!

All these issues can present a serious disruption risk to an organisation's main communications link with its customers - its telephone service. Incredibly, only 5% of companies protect their voice service against disaster, despite the fact that when your customers want to contact you, the first thing they do is pick up the telephone.

BT recognises the importance of your voice communications, and the potential damage to your reputation that loss of service can cause your business. That's why we are offering 'Back in Business' to ISDN customers, to help protect against such eventualities*.

Back in Business is simple and totally FREE.

What is Back in Business?

Back in Business gives you the 'peace of mind' to go about your business safe in the knowledge that in the event of a problem on your ISDN2e or ISDN30e voice lines, one call will invoke your choice of Back in Business solution. At your behest we will ensure all your ISDN calls are stored on our voicemail service for remote retrieval at your convenience. Additionally, ISDN30e customers can have calls delivered to a BT Call Centre who can tailor their greetings to your request and can take and forward messages on your behalf.

Benefits

- Value Add service available FREE
- Never lose an ISDN call - enquiries can be captured or calls can be answered even during service failure
- Service allows you to continue to present a professional image
- Flexibility - ISDN30e allows you to choose one of two alternative options (voicemail or BT Call Centre)

**Provision of BT Back In Business is subject to survey.*

6 Why BT?

BT recognises the needs of SHW

There are many good reasons why you should choose a solution from BT:

Reliable- We care about our customers, and we do our best never to let them down. That's why we're proud of the fact that on average you'll only ever experience a fixed line fault once every nine years. But we're still working constantly to ensure this record is made even better

Well Resourced- We listen and respond. We have access to over 100,000 BT people, including one of the UK's biggest Customer Service operations. We operate in over 170 countries, with almost 431,800 people employed directly and indirectly by BT in the UK.

Research & Development- We operate one of the largest research programmes in the UK. BT's research capability is centred at Adastral Park, home to some of the world's leading experts in communications technology. In the 2007 financial year, we invested £1,119 million in R&D (research and development) to support our drive for innovation

Tried and Trusted- We'll always try to find the answer that's right for you, and our services are straightforward and easy to use. That may be why 93 of the FTSE 100 companies trust us to deliver the goods for them

Empowering- All our energies are focussed on communications, and we're always looking for ways to help you manage your calls more efficiently. For example, 25% of business calls are lost due to an engaged tone or no reply. Call Waiting means you (and not the person you're speaking to) are alerted that there's another incoming call waiting.

Innovative- 21 million business and residential customers right across Britain rely on us for their communication services. We're committed to communications for the long term, investing £300 million in technological development every year – and you reap the benefits. We lead the way in technology. BT launched the first ever Public Access Wireless Network

Responsible- We take our responsibilities to our wider community extremely seriously. We have launched a series of initiatives that are intended to benefit everyone, whether they are our customers or not. As a founder member of the Per Cent Club we commit a minimum of 0.5% of our UK pre-tax profits to direct activities in support of society

ISO9001- BT has been registered under the international quality standard ISO9001 since 1994 and became the largest single organisation in the world to receive company-wide registration at the time

Competitive- We keep things simple. We're always looking to develop products that offer straightforward, honest value for money. We aim to be a major player in wholesale broadband and data services in the UK

Major Provider- BT is a major provider of telecommunications and related IT products / services and solutions, including consultancy and outsourcing, to personal and business clients. In the UK, BT has more than 21 million customers, both business and residential

Awards- We have won 6 Queen's awards for Technological Achievement and are involved in technologies such as Multimedia, e-Commerce, Internet and Thin Client Technology.

- BT has retained its position as the world's top telecommunications company in the Dow Jones Sustainability Index (DJSI). This is the seventh year running that BT has topped the rankings.
- BT has been voted as the leading operator in the Gartner Research Magic Quadrant for Pan-European Network Service Providers, 1H04 (Source: Gartner Research September 2006)

For more information on B, please visit: <http://www.groupbt.com/repr>

Financial Report, please visit: <http://www.groupbt.com/repr>

Research and Development, please visit: <http://www.btplc.com/Innovation/index.htm> .



This pr

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ERROR: syntaxerror
OFFENDING COMMAND: --nostringval--
STACK:
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