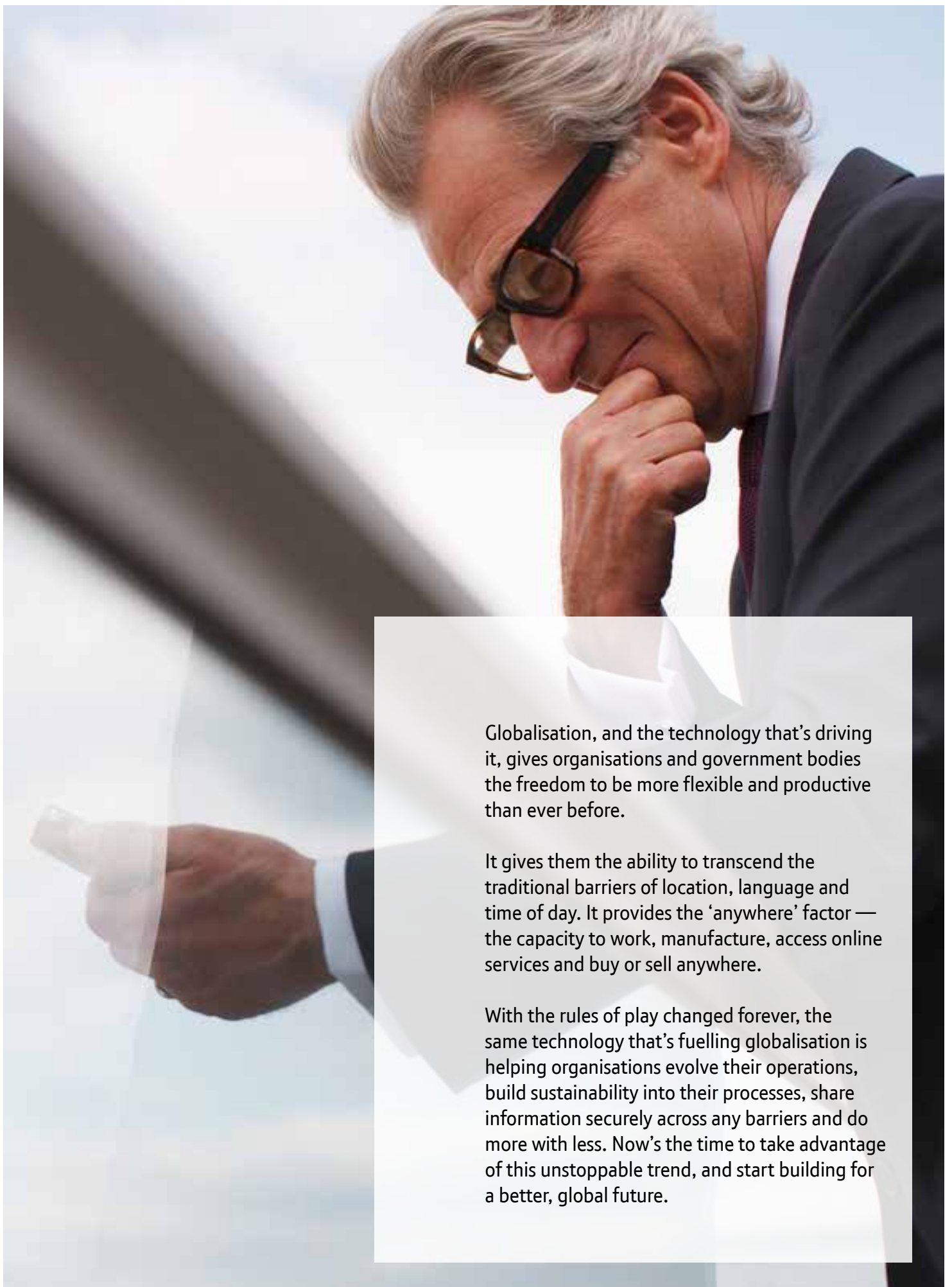




# Instant globalisation

How organisations and government bodies are using technology to be more flexible and productive than ever before.





Globalisation, and the technology that's driving it, gives organisations and government bodies the freedom to be more flexible and productive than ever before.

It gives them the ability to transcend the traditional barriers of location, language and time of day. It provides the 'anywhere' factor — the capacity to work, manufacture, access online services and buy or sell anywhere.

With the rules of play changed forever, the same technology that's fuelling globalisation is helping organisations evolve their operations, build sustainability into their processes, share information securely across any barriers and do more with less. Now's the time to take advantage of this unstoppable trend, and start building for a better, global future.

## Why it matters

The old restrictions on the way we work and operate are now redundant. Organisations can choose the best of everything, no matter where in the globe it's located.

## Global efficiency

As globalisation extends operations, supply-chain visibility rises up the priority order of many organisations. Organisations want access to data — in whatever forms it exists — across the supply chain, without fail.

“Establishing end-to-end visibility over global supply chains is essential as supply chains are becoming increasingly volatile and disrupted,” said Keith Sherry, general manager, Supply Chain Solutions, BT Global Services. He added: “Whether due to natural disasters, such as earthquakes or severe weather conditions, civil unrest or the increasingly demanding global consumer, visibility that extends fully upstream and downstream in the supply chain helps deliver real-time, accurate in-store availability that maximises sales.”



“We must ensure that the global market is embedded in broadly-shared values and practices that reflect global social needs, and that all the world's people share the benefits of globalisation.”

Kofi Annan

Former Secretary-General of the United Nations

## Simple supply lines



When organisations have access to key information from across the supply chain they can increase agility and responsiveness, reacting even faster to unforeseen events and making informed business decisions in order to avoid disruption to their supply chains.

Océ is one of the world's leading providers of professional printing and document management services. With headquarters at Venlo in Holland, it has a global presence and is active in more than 100 countries, employing some 22,000 people worldwide.

Corry Wouters, Vice President for ICT Operations at Océ, said: “As a global player, we need a fast and reliable wide area network (WAN) to enable our operating companies worldwide to function cohesively through an integrated supply chain.”

However, the company's WAN was based mainly on legacy technology sourced from local service providers. This arrangement created short-falls in both bandwidth and flexibility, and offered only point-to-point connections. It was also increasingly expensive to manage and administer,

so Océ decided to reassess its WAN requirements. Corry Wouters said: “Our primary objectives were to increase bandwidth, reduce cost, and improve network resilience and flexibility — while working with a single European supplier.”

Now the company outsources the management of WAN services on its MPLS platform to BT. The new network serves 80 locations in 20 countries, enabling different traffic types to share a single, converged network. It also allows important traffic, such as voice and video, to be prioritised over less time-sensitive data such as email and web.

BT's MPLS network provides much higher bandwidth, improving application performance and boosting productivity. In addition, with any-to-any connectivity replacing the former point-to-point arrangements, network resilience is significantly improved; costs are down too. Corry Wouters said: “We were saving compared to our previous network costs. And because we have consolidated our network with a single supplier we are saving even more through efficient management and administration.”



## Global strategy



As one of the world's largest consumer goods companies, with brands ranging from Brylcreem to Ben & Jerry's — necessitating an incredibly busy supply chain — **Unilever** places great value on the efficiency of its systems. For the last decade BT has worked with Unilever, delivering its global network and helping it build efficiencies into its global operations via what is one of the biggest strategic partnerships of its kind.

**“The lifeblood of our organisation is information. BT's service is critical because, without the network, the data stops flowing and our products don't reach the shelves.”**

**Damian Zannelli**  
IT Director, Network Services, Unilever

In 2010 Unilever and BT signed a new contract that put a firm focus on innovation in the newly-globalised world. One of the central aims was for the two companies to find ways for Unilever to exploit new technology in order to better manage its supply chain. BT also committed to reducing Unilever's running costs year-on-year.

The partnership covers full end-to-end management of a single network that connects around 1,000 sites in more than 100 countries. The BT service architecture for Unilever is truly global, and uses a follow-the-sun model with service centres in Brazil, India, and the UK acting together as a seamless entity.

Damian Zannelli says: “With the new contract we have the right framework. So now is the time for us to focus on innovation and take it from the network services team — that's Unilever and BT — down to the business functions.” It's led to an investment drive in new capabilities, such as an initiative to enable more flexible working through Unilever-wide standard processes.



# Global innovation

Removing boundaries also removes the need to gather resources in one particular place, to choose one office, country or continent to house research and development (R&D).

BT's specialist R&D centre at **Adastral Park** in the UK is now merely the main hub of an international network of expertise, rather than the main source of the Group's innovation. As technology shrinks the world, international links increase and strengthen; BT works internationally with more than 30 universities in 2012.

This globalisation-fuelled open innovation model has changed the face of creativity in the world of networked technology.



# Global flexibility



The business case for flexible working is widely accepted. A good flexible working programme leads to happier, more productive employees, who can be based anywhere in the world.

Alongside the growth in bringing your own device to work (BYOD), flexible working has become an unstoppable, global trend, loaded with opportunities for organisations to make improve through greater efficiency.

In the past decade flexible working has become one of the most important workplace trends, driven by the demands of a non-stop, globalised society and technological advances such as high-speed internet connections and smartphones. Flexible working has evolved hand-in-hand with the consumerisation of IT — itself a global trend resulting from a shift that means, for the first time ever, developments in IT are being driven by consumers and not the organisations that employ them.

Together with developments in cloud computing, the consumerisation of IT is radically changing the way we use internet services, consume digital entertainment and carry out our work. These trends are helping to drive the speed of globalisation and are multiplying the opportunities presented to organisations, forcing the hands of CIOs and IT managers, as it becomes increasingly clear that enterprises need to adapt in order to meet the demands of the globalised world.

“...IT departments, they must adapt now or be swept aside.”

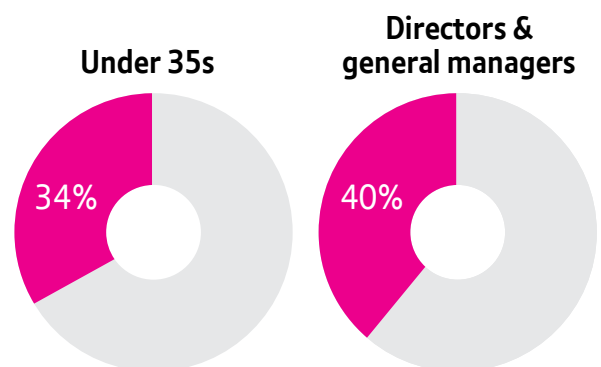
Daryl Plummer

Managing Vice President and Gartner fellow

Managing Vice President and Gartner fellow, Daryl Plummer, said: “The continued trend toward consumerisation and cloud computing highlights the movement of certain former IT responsibilities into the hands of others. As users take more control of the devices they use, business managers are taking more control of the budgets IT organisations have watched shift over the last few years. As the world of IT moves forward, CIOs are finding they must coordinate their activities in a much wider scope than they once controlled. While this might be a difficult prospect for IT departments, they must adapt now or be swept aside.”

So globalisation is forcing organisations to evolve their operations, and they’re responding to the adaptability and behaviours of their people in this. Global executives firmly believe effective communications technology and collaboration tools (unified comms) are vital in attracting and retaining talent (57 per cent); they

want consumerisation of the workplace to make a real difference to work styles and experiences. BT 2012 collaboration research revealed that 34 per cent of under 35s and 40 per cent of directors or general managers would consider moving employer if the organisation’s use of communications technology doesn’t keep up-to-date with trends. People in larger organisations are particularly affected by having the best communications technology when choosing where to work; 43 per cent gave this as an important factor in job choice.



Percentage of people who would consider moving employer if the organisation’s use of communications technology doesn’t keep up-to-date with trends.

## Work global, think local



Even in a world that’s embracing globalisation, when it comes to giving global customers the service they want, it pays for organisations to think local. Cloud computing is a great enabler of operational flexibility and allows organisations to work globally, while at the same time delivering services on a local level. Gartner says that cloud services are the fastest growing segment of the IT outsourcing market; the industry is expected to grow by 48.7 per cent to \$5billion in 2012, up from \$3.4billion in 2011, and organisations around the world — from financial institutions through public sector bodies to schools — are benefiting from cloud and the flexibility it offers.

Take **SPD**, a developer of consumer diagnostic products for the mass market. The firm upgraded its phone system to a cloud-hosted, pay-as-you-go package. Now, when customers call SPD they ring a local number, and the phones are answered 24/7 in their own language. Behind the scenes a cloud-based system routes calls to a local

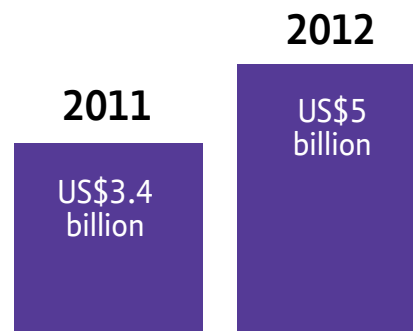
service, through a centrally-managed contact centre. In a telephone-support context it gives great competitive advantage to look local as, in a globalised world, there are still certain standards that customers expect; for many it's the expectation of a local service.

Rebecca Tan, Customer Care Manager at SPD, said: "The number of languages we had to deal with was increasing and it was getting slow and costly to make changes to the [old system]." She added: "As well as improved responsiveness, moving to the Next Generation Contact Centre platform has saved us 30 per cent on our annual bills compared to the previous solution."

Because cloud is so flexible, the contact centre could quickly be expanded to cover markets in Ireland, Italy, Germany, Austria, France, Holland, Belgium, Switzerland, Spain, and the Nordic countries, offering the same local services managed by the same centralised system. With cloud-based contact centres, organisations are able to cut their costs and deliver a flexible, scalable service

with minimal start-up costs — just one of the ways cloud gives organisations the flexibility to survive market fluctuations while, at the same time, giving customers the level of service they expect.

And just as global customers expect more from the contact they have with the organisations that serve them, so they expect more of the supply chains that they operate.



IT outsourcing market which employs cloud services

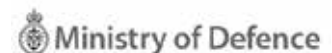
## Line of defence



The newly-adaptable, connected, globalised world we live in thrives through flexibility. But flexibility is forcing organisations to redraw their lines of defence. The traditionally black and white world of network security has gone, and organisations need to think again about the people and processes they have to protect.

The security implications of the global network split into two categories. The first is the issue of jurisdiction, important because data held by a company that operates globally may not be protected in the same way in different territories around the world. The second issue is that of cyber-crime and malicious attack.

When it comes to cyber-attack, there are plenty of large, prestigious organisations that have been hit in



recent years, including Citibank, Google and Sony. New technologies in cyber space are evolving so quickly that the conventional security strategies of previous decades find they have to undergo radical transformation just to keep up.

**LCH.Clearnnet** SA emerged as part of the LCH.Clearnnet Group from the merger of the London Clearing House and Clearnnet SA. Serving major international exchanges and platforms – as well as a range of OTC markets – the Group clears a broad range of asset classes. These include securities, exchange traded derivatives, energy, freight, interbank interest rate swaps, Credit Default Swaps and euro and sterling denominated bonds and repos.

Based on 2012 figures LCH.Clearnnet cleared approximately 50% of the global interest rate swap market, and is the second largest clearer of bonds and repos in the world, providing services across 13 government debt markets. The company offers a unified group member access (GMA) platform to members and partners, providing standardised secure access to its applications and services. This makes LCH.Clearnnet a key part of the European economy, as hundreds of thousands of financial transactions take place on their platform every single day.

Needless to say, the GMA platform had to be robust, highly secure, and have the ability to scale to meet demand.



Added to this was the need for high performance – as huge amounts of data are transferred at peak times – and global reach.

Pierre-Dominique Rencard concludes: “Our customers expected consolidated and simpler access to our clearing solutions ... The GMA model has proved to be the right answer to meet our customers’ expectations, both from the commercial and technical standpoints.”

**The Ministry of Defence (MOD)** shared these objectives, wanting the ability to put in place a cohesive response to actual or attempted network intrusion or disruption by introducing an additional layer of protection, bringing

together an already formidable armoury of security mechanisms, providing cyber defence wherever required no matter from where the threat originates. A member of the MOD information systems and service said: “The proactive problem management approach is one of the most powerful features of eCND. It means we no longer have to waste time fire-fighting because we’re always continually learning.”

The BT-provided commercially-off-the-shelf based solution called enhanced computer network defence (eCND) delivers round-the-clock support to users across multiple security domains, one solution that can handle anything globalisation can throw at it.

## World view

As technology makes the world a smaller place, embracing globalisation is key for smart organisations. The growing numbers of connections between us offer countless opportunities for organisations to grow with them, helping them work better and innovate in new, profitable ways.

**Join the conversation at [www.letstalk.globalservices.bt.com/en/](http://www.letstalk.globalservices.bt.com/en/)**



# What it all means

The old restrictions on organisations are redundant. Technology is driving globalisation, giving organisations the ability to transcend traditional barriers, providing the 'anywhere' factor — the capacity to work, manufacture, access online services and buy or sell anywhere.

- Consumers not organisations are now driving growth and innovation in the IT industry.
- Flexible cloud services are the fastest growing segment of the IT outsourcing market.
- Cloud computing enables greater operational flexibility allowing organisations to work in a globalised world while simultaneously delivering services on a local level.
- Streamlining the networks that manage supply chains drives efficiencies into operations enabling organisations worldwide to function cohesively.
- Network security is now a more complex issue, with globalisation forcing changes to the way organisations protect their networks.
- Open innovation is changing the way organisations foster the creation of new technology.



## Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2012  
Registered office: 81 Newgate Street, London EC1A 7AJ  
Registered in England No: 1800000

PHME \*\*\*\*