

MAKING IT HAPPEN

Dealing with a growing company is one of the biggest challenges you'll face as a manager. Here are five ways you can make it easier for yourself

Growing is a sign of business success – so why is it that so many organisations find it a painful process? From increasing demands on your IT infrastructure to the pressures of moving premises or taking on new sites, you'll encounter a range of difficulties on the road to expansion. BT Business can help, taking care of everything from IT support to redirecting your phone calls – leaving you to get on with what's really important: running your business.



1 PLAN AHEAD, INVEST WISELY
CASE STUDY: As you expand, investing in IT could help you maximise your productivity and cut costs. To avoid the cost of moving to larger premises, Essex-based marketing agency **Caseworks** decided to introduce rostered home working. The company installed a BT-managed system based on Cisco Unified Communications, with home workers communicating with head office via a secure virtual private network (VPN). They can access company data and applications as if they were in the office, as well as making and receiving calls using Caseworks' IP-based phone system.

As Tony Linsell, Chairman at Caseworks, explains: "BT took all the detail and worry away in terms of designing and integrating the solution that would be completely compatible with our existing network. And with our **BT Remote Diagnostic Service** we would have complete peace of mind, with BT able to remotely investigate and swiftly resolve any problems."

Caseworks estimates an annual return on its investment of 53 per cent compared to the cost of moving offices, plus a saving of £5,000 in capital expenditure. There are other benefits too: Caseworks believes it can now take its business to the next level by attracting and retaining high-

calibre people through offering a better work-life balance.

2 STOP WORRYING ABOUT YOUR IT SUPPORT
 As you recruit staff or open new offices, your IT requirements become more complex. **BT Business IT Manager** helps you ease into the next phase of development by providing advice and support 24/7, without the cost of increasing headcount.

A number of options are available, from remote support and a telephone helpline from as little as £10 a month per PC¹, to proactive monitoring so that BT's engineers can identify problems before they occur, ensuring you suffer no downtime. We can install your network, as well as providing hardware and software solutions. BT works with partners like HP, Intel and Microsoft to bring you the very latest technology, including **Windows Vista**. With BT Business IT Manager, you can plan ahead for your business knowing the IT is in safe hands.

3 ENSURE FINANCING IS THERE WHEN YOU NEED IT
 Getting the money for new IT can be difficult, especially if you're growing fast. **BT Finance*** offers you an alternative to using valuable business

The smarter way to move

As it grows, sooner or later your business will need new premises. A dedicated **BT Business Movers team** can help your move go as smoothly as possible. We can arrange for telephone and broadband services to be switched over on a specified date, as well as diverting calls made to your old number or providing a redirection message to customers dialling your old number. And all with a single point of contact for the duration of your move.

BT Business Movers can help you reassess your communications needs for the future, such as adding extra phone lines or installing wireless broadband when you move in.

BT Business Movers provides advice on all BT Business services, helping you get the best deal for your company. To help you make the most of your move, contact BT Business Movers by visiting www.bt.com/business/moverssb

working capital. Subject to status you could fund any amount between £300 and £150k, over any period from two to seven years, with regular fixed repayments to help you budget accordingly. To ensure your IT resources keep pace with your needs, BT Finance allows you to add to your communications portfolio without penalty.

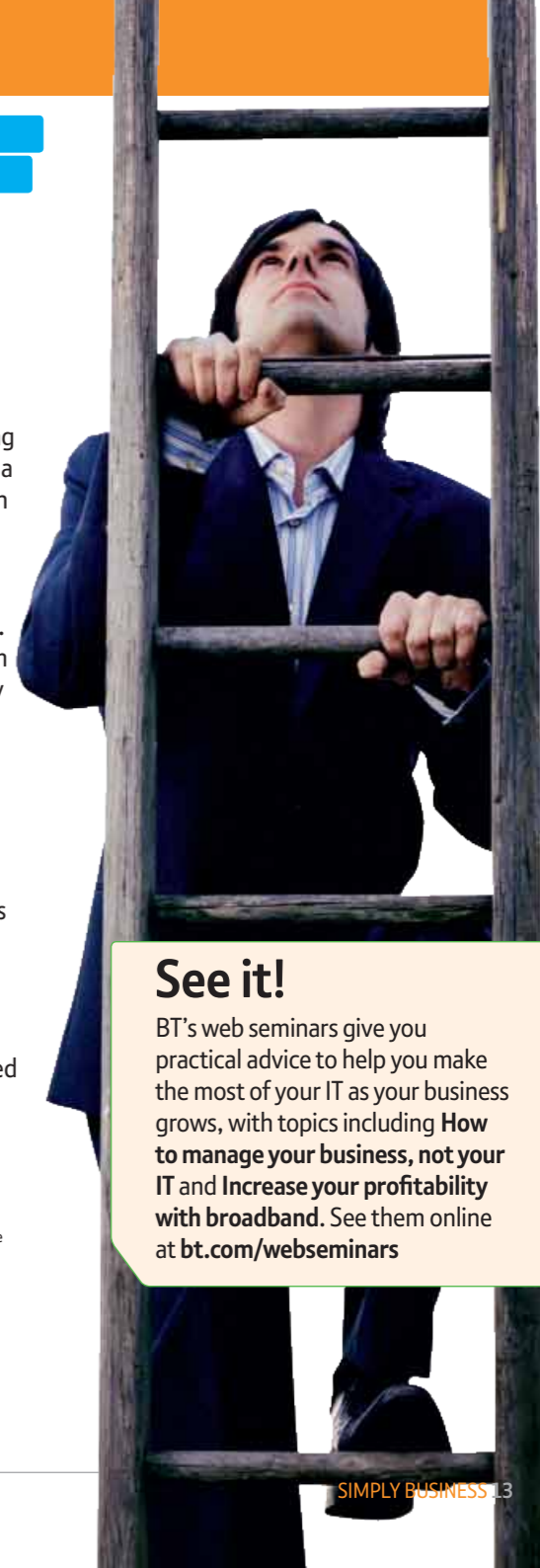
4 CUT THE NUMBER OF YOUR IT SUPPLIERS
 As your business develops and you take on new staff or acquire other companies, you may end up with telephone, internet and mobile services coming from a raft of different

i BT can help you develop your business. Talk to your BT Local Business team on 0800 731 3343 or go to bt.com/sb

suppliers. Consolidating them all with BT Business One Plan² lets you combine billing for all your business communications into a single bill, with tools which let you keep an up-to-the minute eye on the frequency, duration and cost of all your BT calls. One Plan can also give you a 5% reward across your eligible BT Business One Plan spend³. And with enhanced help and support from BT Assurance Plus included, you can enjoy peace of mind too.

5 MAKE SURE YOU CAN STAY IN TOUCH
 E-mail is essential for most businesses. **BT Business Email Organise and Share** is a system that grows with your needs, letting you access email and contacts anywhere using a PC, PDA, smartphone or BlackBerry for as little as 25p⁴ a day. You can even share colleagues' calendars and contacts. It's securely hosted by BT using Microsoft Exchange, and is backed up daily to safeguard your data.

* All BT Finance solutions are subject to status. Terms and conditions apply. Finance excludes any regular payments e.g. line rental. 1. Fair Use Policy and 12 month contract applies. Calls charged at up to 4p per minute on the BT business network (minimum fee 5.9p). Mobile and other network costs may vary. See bt.com/pricing for details. 2. Opt-in required. Annual minimum spend of £500 plus and reconciliation fees apply. Annual minimum spend of £500 or more and reconciliation fees apply. Minimum 24 month term. Requires commitment to two core products including a fixed line product. Conditions apply. 3. The reward is based on your eligible spend and certain levels of spend being reached. See bt.com/oneplan for details. Reconciliation fees apply. 4. Minimum 12 month term. Minimum computer specification required. Conditions apply.



See it!

BT's web seminars give you practical advice to help you make the most of your IT as your business grows, with topics including **How to manage your business, not your IT** and **Increase your profitability with broadband**. See them online at bt.com/webseminars