

BT Global Services Accelerates Decision Making Within Value Chain via Cisco TelePresence-Based Global Video Exchange

Executive Summary

CUSTOMER

BT Global Services

INDUSTRY

Service Provider

CHALLENGES

- Increase overall revenue and strengthen core expertise at a time when revenue for voice services is shrinking
- Enable BTGS's high-profile customer base to reduce the iterative process of making decisions within the value / supply chain

SOLUTIONS

- Managed business-to-business service, Global Video Exchange, delivered via a global Cisco TelePresence network
- BT Engage Meeting Manager to enable Cisco TelePresence users to book, run, and monitor conferencing sessions
- ROI calculator, uses cases, and marketing collateral to help BTGS sales teams sell GVE

RESULTS

- Deployed 50 GVE sites and 5,000 endpoints in the United States, Asia, and Europe
- Onboarded more than 100 enterprise customers and upgraded 20 current customers to the service
- Reduced the time it takes to provide fully costed TelePresence solutions from weeks to days

Background

BT Global Services (BTGS), part of BT Group plc, provides managed networked IT services for businesses, governments, and large multinational corporations. BT Group's key assets include a global all-IP 21CN network, data centers, solutions design, integration services, and IT security experts. A combination of network, IT, and professional services allows BTGS to combine managed solutions that help customers increase productivity and operational efficiency. BTGS wanted to roll out a "different type" of business-to-business managed service to its largest, high-profile customer base—manufacturing and financial services—that would address this market's particular needs.

Challenges

It is no secret that revenues from voice services among enterprises are shrinking, as companies increasingly adopt video services. And, competition among video providers—from systems integrators to traditional service providers—is heating up. BT Global Services found that it had fallen behind key competitors and needed a strategy that would increase revenues and strengthen its core expertise in delivering high-quality video-based conferencing services.

At the same time, BTGS wanted to address the needs of its manufacturing and financial services customers, who faced their own set of challenges within the value chain. A major issue was the iterative process of making decisions, which can slow down cycle times not just for decision making, but also for getting products and services to market.

Given its long-time relationship with the Cisco® Internet Business Solutions Group (IBSG), BTGS had already deployed Cisco's TelePresence® video collaboration platform internally and wanted to utilize it externally by creating a unique offering for these customers—managed business-to-business (B2B) services via a global TelePresence network.

The technology needed to provide intercompany TelePresence in this way, ultimately involving multiple carriers, was something that had not been done before. Many enterprises currently use in-house video-con-



Cisco Internet Business Solutions Group (IBSG)

ferencing solutions that do not “talk” to each other. BT, however, wanted to be the first carrier to establish a “Global Video Exchange” (GVE) network for video, with the capability of adding other carriers to the service.

Strategy

Cisco IBSG and the BT account team (including BT vertical market specialists) worked together to develop tools that the BT sales teams could use to sell B2B Cisco TelePresence effectively into their target accounts:

- ROI tool to calculate the costs of travel avoidance using B2B TelePresence service and all BT managed services elements, as well as Cisco hardware/maintenance components:
 - Trained the Cisco account team and select BT sales teams in Europe, Asia Pacific, and the United States on the effective use of the tool
 - Shared the ROI tool with BT customers and potential TelePresence prospects to show firsthand the benefits achieved, such as cost savings, reduced carbon emissions, and improved productivity
- Relevant use cases showing the benefits of TelePresence within the value chain
- Marketing collateral highlighting the benefits of TelePresence in complex value chains, such as improving the time it takes to solve problems, make decisions, and market new products

In addition, BTGS developed a set of custom “concierge” and customer self-management tools such as Engage Meeting Manager, which enables Cisco TelePresence users to book, run, and monitor their TelePresence sessions. Or, they can use concierge services as part of a managed service package from BT.

Results

BT Global Video Exchange was launched in early 2010 and has grown to include 50 companies and 5,000 endpoints worldwide. BTGS has onboarded a number of enterprise customers around the globe, and with gateways to AT&T, Tata, and Verizon, GVE provides connectivity to more than 100 companies.

A number of customers have realized benefits from the GVE service. “We were impressed by BT’s knowledge and experience in the video-conferencing area. This, combined with the creative, innovative solution which the BT-Cisco team offered, made the decision easy,” said Fred Gehring, CEO, Tommy Hilfiger Group. “The solution will bring us an immersive virtual meeting experience and save both time and money. Teams will be able to interact and collaborate as if they were in the same room, making us much more agile and competitive. We look forward to better and more regular communication among our entities across the globe.”

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"I believe that with TelePresence, a 20 percent reduction overall in business travel is within reach, potentially exceeding our green targets by 100 percent," said John Bartolomi, director of IT services at HOK, a global design, architecture, and planning firm. He estimated that ROI from TelePresence would be realized within 24 months, including value recouped from eliminating travel time, improving decision making, and increasing employee retention and efficiency.

Drawing on the tools, techniques, and economic analysis previously developed for Cisco TelePresence deployments with other carriers such as AT&T and customers in vertical markets, and then modifying them for BT's managed B2B TelePresence service, has enabled BT sales teams to provide fully costed TelePresence solutions for their customers and prospects in days instead of weeks. BT has therefore met its objectives of providing the sales teams with tools to help them educate their customers on B2B TelePresence and close deals.

Next Steps

Now that the service is in place, BTGS plans to include other global and regional carriers in the GVE network so that, over time, the network will become as pervasive as that of the telephone. So far, GVE services are limited to enterprise endpoints, but BT and Tata Communications are exploring the potential for adding "public" locations to their offerings—such as hotel or conference-venue meeting rooms with TelePresence connectivity to the GVE—thus increasing the potential to reduce travel costs for those companies that do not have their own TelePresence suites.

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John Bartolomi
Director, IT Services
HOK

More Information

Cisco IBSG (Internet Business Solutions Group) drives market value creation for our customers by delivering industry-shaping thought leadership, CXO-level consulting services, and innovative solution design and incubation. By connecting strategy, process, and technology, Cisco IBSG acts as a trusted adviser to help customers make transformative decisions that turn great ideas into value realized.

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