

OUTSTANDING IN-STORE AGILITY KEEPS MOBILE GIANT MOTORING

Customer stories

“The transition to BT was cost neutral but the advantage is that we now have a faster and fully resilient managed service linking all our stores.”

Rob Purdy,
Director IT Development and
Vendor Management, EE



EE retail outlets are busy places. The need for real time transactions means a fast, dependable network is business critical so EE chose to transition the company's stores to a single network provider. And BT was able to provide the right secure services everywhere they were needed.

EE's next initiative was to empower store staff with tablet computers over a BT provided and managed in-store wireless network. That inspired decision created an agile sales environment that's helping transform the customer experience while boosting revenue per transaction.

Fashioning dependable network services

In today's society everything's expected to happen instantly, and mobile plays a pivotal role in that. Businesses thrive on it and people depend on it to stay connected 24/7. For many, the right smartphone is seen as essential. It's a status symbol; a fashion accessory.

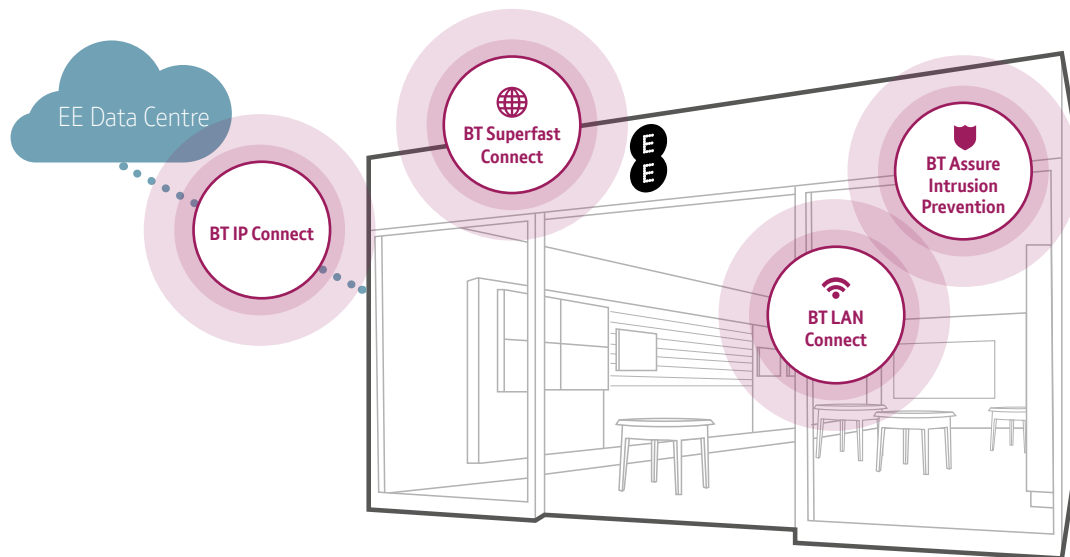
That consumer demand makes EE stores busy places. Almost everything's done electronically. Like setting up a new client, accessing and updating customer accounts, and taking chip and pin card payments. That makes the wide area network linking EE retail outlets a vital highway. Without it they simply couldn't operate.

Back in 2012, EE chose BT to refresh and standardise its retail store network. Rob Purdy, director IT development and vendor management at EE, says: "We chose BT because of the ubiquity and security of its network. Some of our stores are in hard to reach places and BT could provide a high-speed dependable service everywhere we needed it."

This is the first deal in which a BT Global Services (BT GS) managed solution has been sold to a BT Wholesale customer. Colin Nudds, BT Wholesale account director for EE, explains: "We had to negotiate a bespoke contract with EE to ensure the solution met their stringent requirements. Then we had to negotiate an internal memorandum of understanding between BT GS and BT Wholesale to enable the internal trade."

Sensitive data takes tight security

That BT network features a service blend from the BT Connect portfolio. Prior to the rollout of BT Superfast Broadband around 90 per cent of the 560 stores



accessed the BT IP Connect wide area network cloud at up to 24Mbps over ADSL. In future an increasing number will be connected over Superfast Broadband offering up to 80Mbps, while a few will have dedicated leased lines.

As part of the deal, BT provides the in-store router and supports store-based Cisco hardware, such as local area network switches. "The transition to BT was cost neutral," says Rob, "but the advantage is that we now have a faster and fully resilient managed service linking all our stores."

Connection of the stores to two EE data centres via the BT IP Connect cloud uses twin BT IP Connect bearers running at 1Gbps, offering class-leading 99.999 per cent availability. At those data centres, BT Secure Internet Gateways enable web traffic connectivity. The solution features a host of other managed security services from the BT Assure portfolio. These include intrusion prevention, web filtering, virus scanning, and managed firewalls.

"Because we handle so much sensitive customer data, security is absolutely paramount," says Rob. "Coupled with our own PCI practices, the BT network allows us to process card payments as well as transfer customer bank details and addresses with total confidence."

Great anytime, anywhere customer experience

More recently, BT has embarked on a programme to provide in-store Wi-Fi connectivity across the entire EE estate. Cisco-based wireless access points are being installed by BT in every store nationwide, opening up a whole new world of possibilities. "Our people now have tablet computers, so they're no longer tied to fixed locations," says Rob. "That's helping us transform the customer experience." Having key store apps, customer data, product information, ordering and check-out at store staff's fingertips is improving customer service.

Engaging with customers at the point of decision helps influence the purchase and boosts revenue per transaction. "Now we can serve customers and complete transactions throughout the store, which is a more agile and customer-focused way of doing business," Rob adds.

The in-store wireless network is a key enabler for other business efficiency ideas. For example, during quiet periods store staff can access online training materials to make more productive use of their time. Rob concludes: "Our policy is real time transaction processing, so having a dependable network is business critical. BT ticked all the boxes supplying everything we need from a network."

Looking to the future, EE is considering consolidating other store-connected broadband lines into the managed service using BT Connect Intelligence. Meanwhile improved application flow and response times through the network will be achieved with BT Connect Optimisation.

Core services

- BT IP Connect managed WAN
- BT Connect Optimisation
- BT Connect Intelligence
- BT LAN Connect – managed wired and wireless LAN
- BT ADSL Connect
- BT Superfast Connect
- BT Connect – Secure Internet Gateway
- BT Assure Intrusion Prevention
- BT Assure Web Filtering



The information in this publication was correct at time of going to print. We may make minor alterations to the specifications of products which do not affect their performance, and may vary prices and delivery charges.

© British Telecommunications plc 2015. Registered office: 81 Newgate Street, London, England EC1A 7AJ.

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 part of any contract.

Email clientreception@bt.com or call
0800 671 045
www.btwholesale.com