

About BT Lynx and BT Basilica

The alliance of BT Lynx & BT Basilica provides businesses with access to one of the most comprehensive IT services portfolios in the market. As part of the BT Group, we can advise, deploy and support the total IT requirements of your business.

The combined capabilities that we now offer can help to keep you and your business competitive in a rapidly changing market.

Our goal is to make our customers' lives easier and simpler. In part, this is achieved by employing talented people and ensuring a flexible, collaborative approach to delivery – maximising value is at the heart of everything we do.

With over 30 years experience, our success is founded on four factors: proven expertise; the highest level accreditations; breadth of capabilities; and the ability to provide high value/low risk advanced technology.

A unique benefit to you is that we are the only UK services provider to be both a Cisco Gold Partner and hold Microsoft Gold accreditations with competencies in Advanced Infrastructure, Mobility, Information Worker, Networking Infrastructure, Security, Custom Development and OEM Hardware Solutions. We are among Cisco's top IP Communications specialists and accredited with Advanced Unified Communications, Advanced Security, Advanced Wireless, Advanced Routing and Switching specialisation. We are also a HP Business Partner Select and Authorised Service Delivery Partner (ASDP).

Crucially, we have been certified by the British Standards Institute (BSi) as operating in line with the international standard BS ISO IEC 20000 (Information Technology Service Management). The cornerstone underpinning this achievement is that we operate client infrastructures as outlined by ITIL with service improvement using the Six Sigma methodology.



The Collaborative Workplace

Connecting your people, processes and information

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By Appointment to
Her Majesty The Queen
Suppliers of Communications, Broadband
and Networked Services
BT
London

Offices Worldwide

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Collaboration demystified

“Microsoft believes that by empowering people with better ways to create and, share and understand information, people, businesses and communities will be better able to turn emerging demographic, economic, political and social trends from challenges into opportunities.”

The New World of Work, Microsoft.

“BT Lynx understands that collaboration is about fitting your IT strategy to your business plan, taking into account the culture of your organisation. They worked with us to deliver just that. The results speak from themselves.”

John Uttley, Deputy Director of Information
The Dudley Group of Hospitals NHS Trust.

“Collaboration is about more than the ad hoc deployment of technology to leverage collective wisdom. Collaboration is a business direction, requiring a strategic fit. BT Lynx provides that fit.”

Adam Collins, Solutions Development Manager,
Consultancy Business Unit
BT Lynx/BT Basilica.

Maximise the productivity of your people, work closer with your partners and retain customers through the intelligent sharing of your organisation’s knowledge. Automated business processes, comprehensive control of information and the simple and intuitive access to your colleagues in real-time will enable you to significantly reduce costs, drive growth and create effective, consistent and repeatable workflows.

‘Collaboration’ is a term that has been around for centuries and used in many different contexts. Indeed, ‘collaboration’ is perceived by many as a double edged sword, bringing with it as many risks as it does rewards.

The concept of collaboration has been at the core of many dominant business practices for at least the last decade. What may not seem familiar though, is the speed at which collaboration enabling technologies are being adopted and the fact that adoption is being driven from the bottom up, as well as from the top down.

In the ‘New World of Work’ described by Microsoft in its 2007 report however, it is predicted that the organisations that will thrive in this new environment are those that take the strategic view, building collaboration into their culture and their business practices, rather than allowing technology to set the pace. The conclusion of the report was:

“Today’s workplace is all about the network – not just in a technology sense (although that is crucial, too), but in the context of people and organisations. The technology gives us the power to connect with each other wherever we are, whatever we’re doing, at any time of the day or night. It has fundamentally changed our ability to access and use information.”

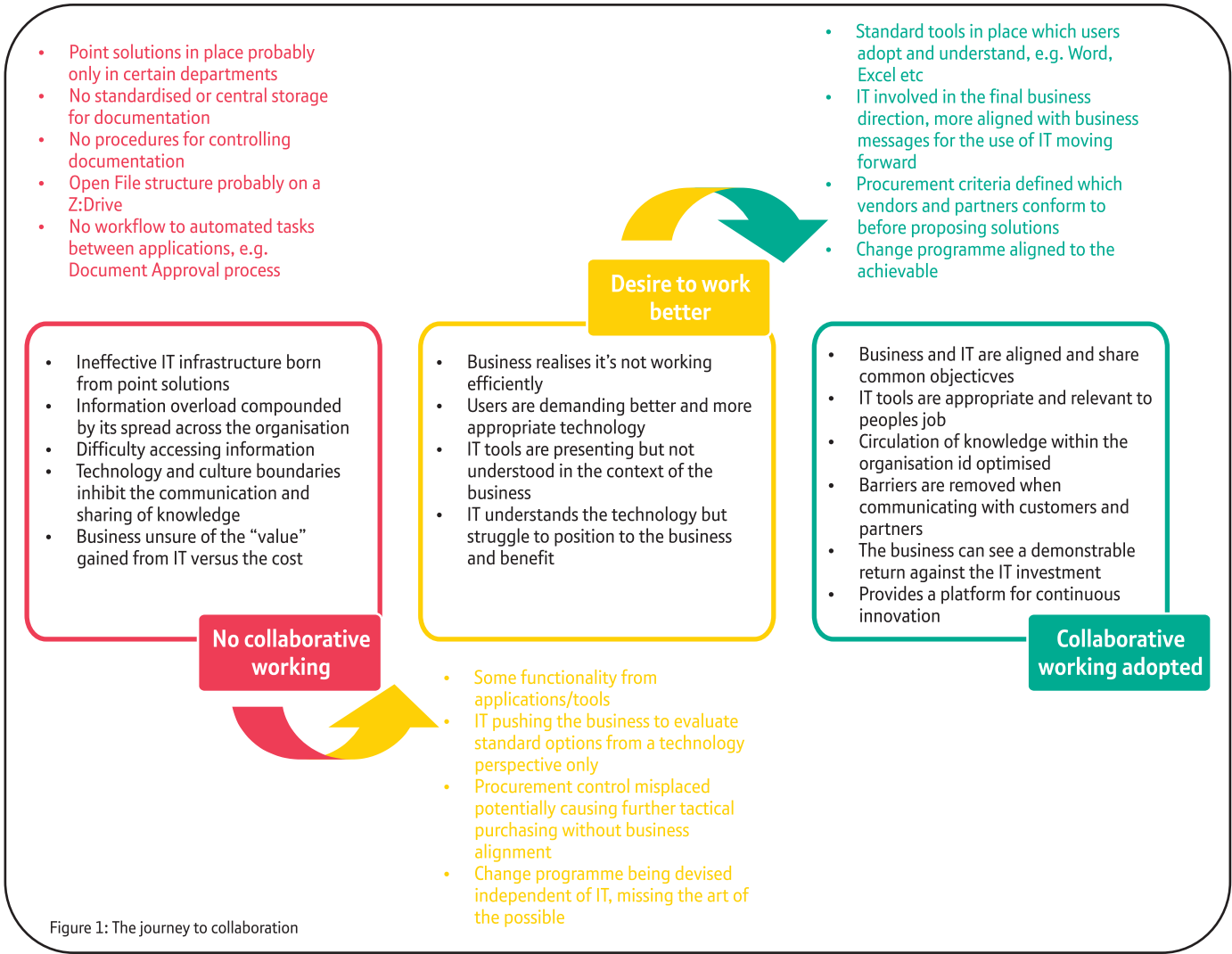
Collaboration is about more than the ad hoc deployment of technology to leverage collective wisdom. Collaboration is a business direction, requiring a strategic fit. To deliver effectively, organisations need both the right culture and processes in place.

BT Lynx/BT Basilica can help organisations to achieve this fit and deliver both their tactical and strategic goals through the alignment of their people, processes and technology infrastructures.

The journey towards collaboration

The journey towards a truly collaborative workplace follows a typical path for most organisations (see figure 1). BT Lynx/BT Basilica guides customers along this path, enabling them to avoid the risks and reap the rewards as they move between the phases at a pace that allows them to embed collaboration into their culture and business practices.

The rewards of prudent collaboration are many; almost as many as the risks of the ad hoc implementation of collaboration technologies. The diagram below highlights the business and IT benefits of moving to a more dynamic and proactive way of working.



By treating collaboration as a business strategy, rather than a technology strategy, you accelerate your potential to reap the rewards.

The following customer examples highlight the switch in mindset for both the organisation and the people within it, when moving between these phases.

Case study 1: Bringing collaborative technologies to the Healthcare arena

The challenge:

A main provider of acute hospital services in the Midlands with over 3000 staff across multiple locations came to BT Lynx with a challenge: they wanted to implement a Trust wide internal communication and knowledge management platform, yet, they currently had only an ageing intranet with limited functionality and appeal, no internal control and isolated data stores.

The solution:

BT Lynx ran a series of workshops with the key stakeholders, identifying their business direction and future objectives and the ability of their current IT infrastructure to deliver this. Following a gap analysis, in which BT Lynx consultants identified the organisation's precise needs, Phase One of the project began: integrating a new intranet based on Microsoft Office SharePoint Server 2007.

Following a period of three months in which BT Lynx helped the organisation embed this intranet into their culture and systems by training champions, enabling them to create an adoption culture, Phase Two commenced: integrating instant messaging, presence (the ability to know the real time status of all employees, providing the most effective method of first time contact) and federation (the ability to communicate real time with other approved networks and shared service providers outside of your immediate organisation) functionality.

The rewards:

“The solution is intuitive and easy to navigate. It allows all departments within the Trust to access and share relevant information and has even facilitated a new infection control awareness site. The functionality of presence and availability, together with the ability to communicate real time with other networks and shared service providers within the region, enables all our staff to search for the right resource, or member of staff, at the right time, saving hours, money and indeed lives,” the client's internal champion advised.

Case Study 2: Collaboration helps Fire and Rescue Service make efficiency savings

The challenge:

From its headquarters in Aberdeen, Grampian Fire and Rescue Service is responsible for fire and rescue in a large urban and rural area of north east Scotland. Grampian has approximately 900 employees and 39 fire stations – 33 of which employ part-time firefighters who work on the Retained Duty System.

Grampian Fire and Rescue Service needed a document records system that could help comply with new legislation. BT Lynx advised the authority to deploy an integrated solution using Microsoft Office SharePoint® Server 2007 for an improved intranet as well as electronic archiving. Staff are now working more productively with a single system that is more efficient than alternative solutions.

The solution:

With such important, widespread social responsibilities, it is vital for Grampian to share and manage all organisational and service information effectively. Easier compliance with Freedom of Information legislation was the primary driver behind Grampian's decision to implement an efficient and reliable electronic record management system. However, management decided to look for a solution that could also improve the Service's business process management systems and intranet.

The rewards:

What started as a compliance project has resulted in smarter and more efficient working for Grampian employees. Jacqueline Mackay, Business Support Manager at Grampian gives the credit to BT Lynx and Microsoft:

“They looked beyond our immediate needs and delivered a much better solution than we anticipated. A complete integrated system, its flexibility and interoperability make the information more valuable for end users who can access accurate data easily and quickly.”

A full version of this case study is available upon request.

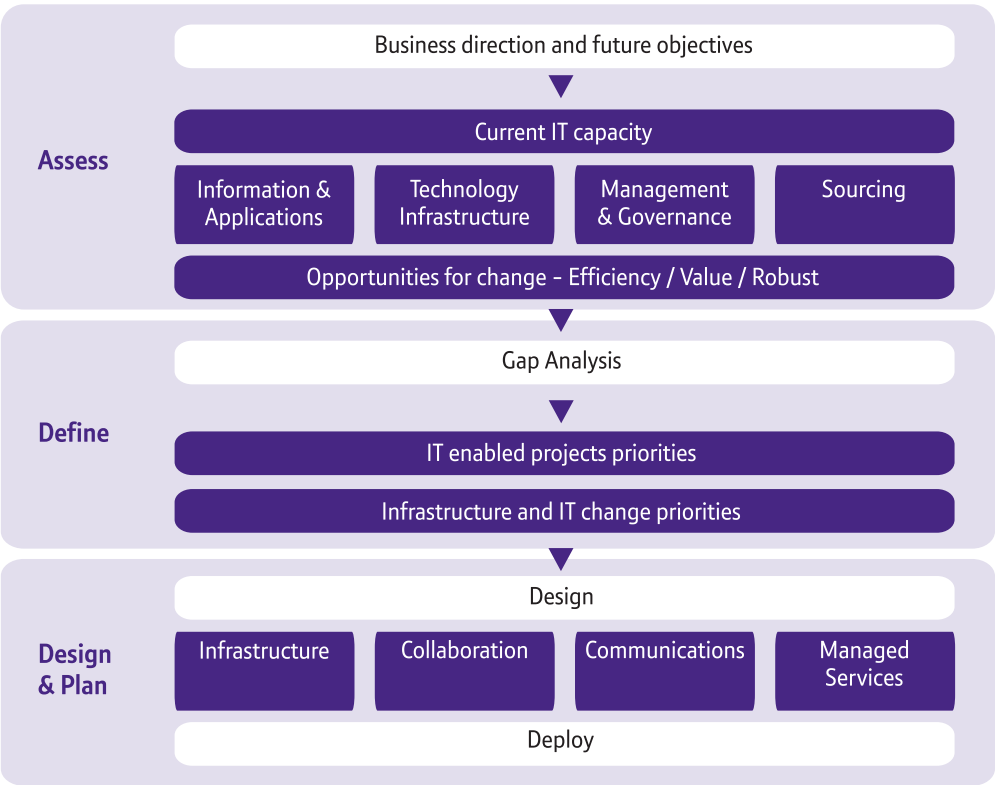
How we work

BT Lynx/BT Basilica’s credo is simple -

“We work with our clients to deliver value and improve efficiency through the successful deployment of resilient people, process and technology solutions.”

We understand that many organisations have developed their IT infrastructure out of tactical requirements. Therefore our approach is to work with you, providing a detailed roadmap showing how your current infrastructure investment can be maximised along the way and future benefit to be delivered on this new platform.

The BT Lynx/BT Basilica approach:



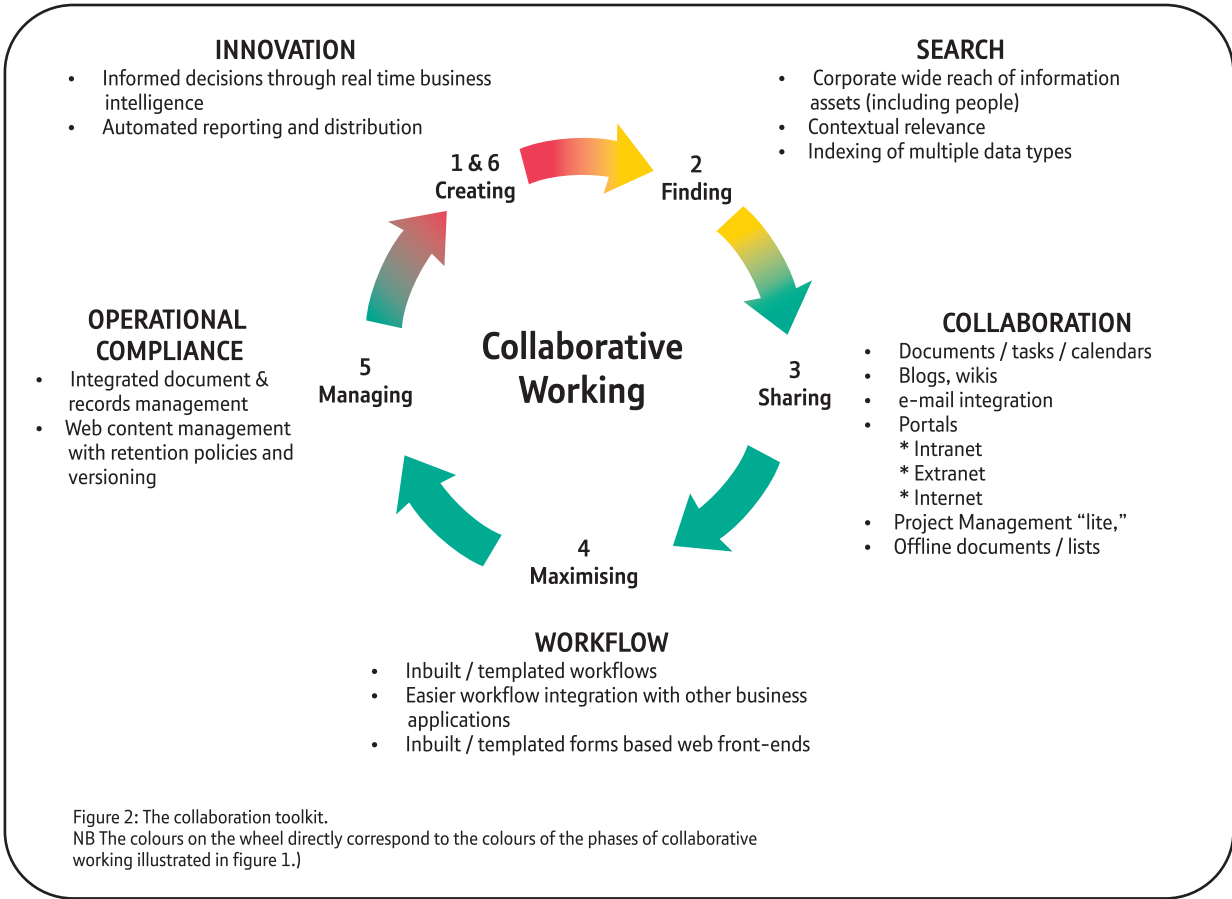
What’s on offer

The biggest challenges with delivering value from collaborative working relate directly to the ability to extract and make best use of your organisational assets: your people and the knowledge they hold.

Regardless of whether your people are using collaborative technologies or not, we can work with you at both a tactical and strategic level to deliver a successful solution based on Microsoft Office SharePoint Server 2007 that will connect your people, your processes and your information across boundaries, both now and in the future.

Our solutions ensure all your organisation’s information flows through intelligent routes, according to your business processes, enabling all users to access appropriate information from whichever device they are using, wherever they are.

We can work with you to equip your business with an efficient and scalable enterprise communications portal that can grow with you, enabling you to adopt the following collaborative tools and techniques as and when you need to.



Get connected

Organisations that build collaboration into their business strategies will become more agile and more resilient than those that adopt collaboration technologies and procedures on an ad hoc basis.

By taking a prudent path towards collaboration, you can future-proof your organisation now.

If you would like to discuss how BT Lynx/BT Basilica can help you achieve this please contact collaboration@btlynx.com