

Voice.

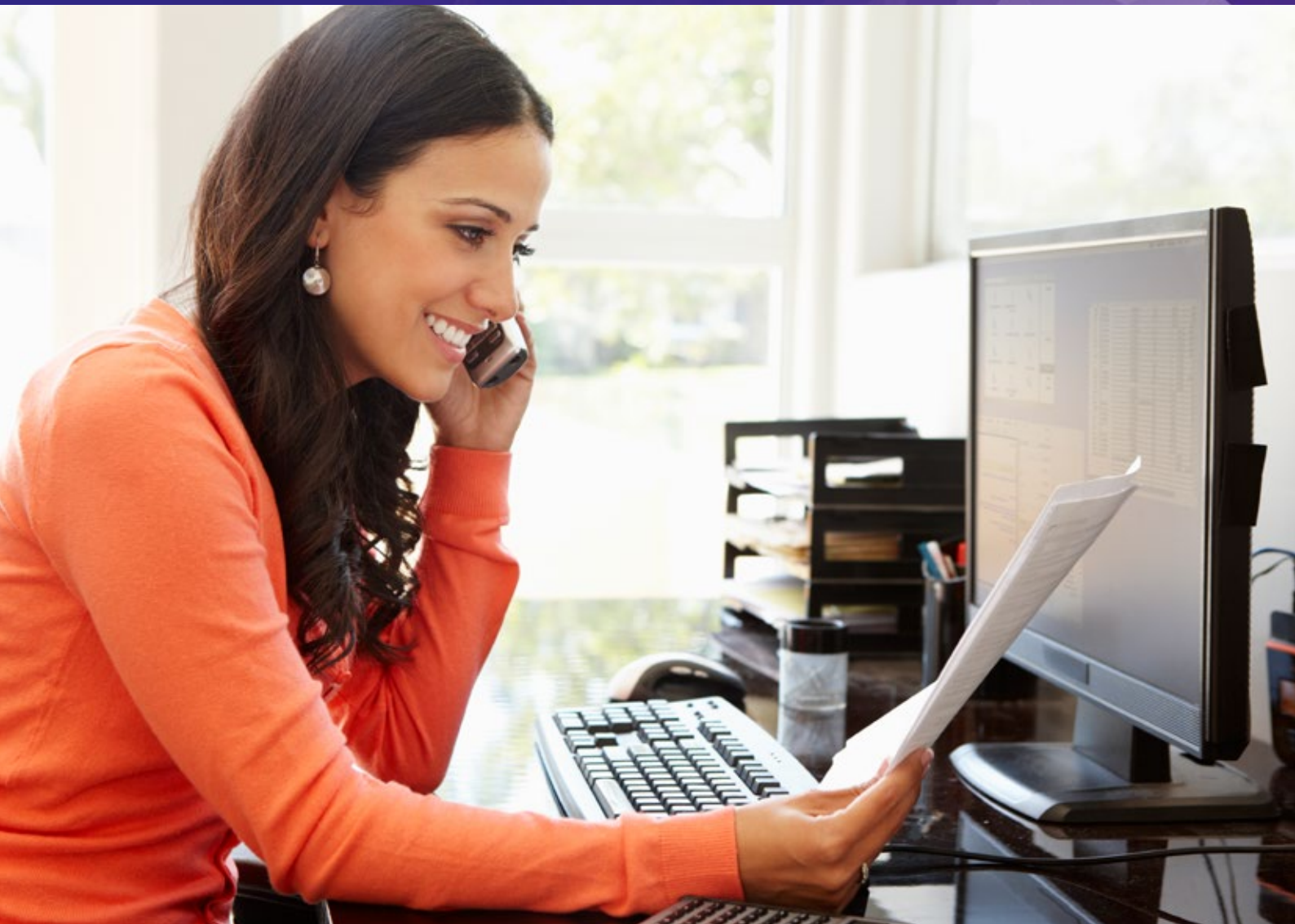
The lost piece of the BYOD puzzle.



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What's wrong with BYOD?



If you are considering, or implementing, a bring-your-own-device (BYOD) strategy then the chances are you are already very well aware of the potential benefits. BYOD gives your people simplicity and freedom to choose how they want to communicate.

It is handy because workers no longer have to juggle personal and work devices. If they are happy using their own handsets for work then you don't have the hassle and expense of having to buy, provision and maintain a corporate device.

Naturally there have been security and compliance concerns around BYOD, but these largely appear to have been ironed out. BYOD is taking a hold even in data security-conscious sectors such as healthcare, legal and banking.

Thus it's natural for your organisation to consider BYOD as well. On the surface, it seems to have a lot to offer. But there is still one piece of the puzzle that is missing: voice. Nobody likes to use their personal mobile for business calls.

And splitting out work-related and personal calls is a pain for workers who need to file expenses claims. Whoever the job falls to, the administrative burden is significant.

That's a problem if you've just made a decision to adopt BYOD across your business. Ideally, you would want to have a way to easily run work and personal voice calls off a single device, yet keep the services separate.

But until recently, the only options were less than ideal, as we shall see in a moment. Thankfully, though, the situation has now changed.



The issue of intimacy.

Why is the pull of BYOD so strong in the mobile world? One theory is that people seem to feel closer to technology as the equipment gets smaller.

You rarely feel attached to a laptop computer, and much less a desktop, so you are happy to use the kit that your company gives you. With something smaller, like a tablet, it's a different matter.

You are likely to identify more with the device, and therefore want something that reflects your personal tastes. With a mobile phone, which fits in your pocket or handbag and travels with you everywhere, the sense of identity is complete.

People develop deep attachments to their mobiles and, given the chance, will always use a device that reflects their personal tastes. That is why senior decision makers are often the first to demand a BYOD strategy.

It is also why it is important to address the issue of voice communications head on. Your people want to be able to use their own phones for work calls, and if you can let them do so efficiently and securely then everyone wins.

How voice got left out of the picture

If you look back at the evolution of BYOD, it's fairly evident how voice came to be left out of the picture. BYOD has so far been almost completely about data. It's been about giving staff access to corporate data on personal devices.

It started with emails and messaging. Now it's progressing to full access of business applications. For phone calls, though, pretty much the best effort has been voice over IP (VoIP). And that's not good enough.

VoIP is fine for consumer-grade communications, through services such as Skype. But if your star salesperson is taking an important call from a customer, will they really want to run the risk of the echoes, cut-outs, distorted audio and other hiccups still prevalent in the technology when used on a mobile phone?

Of course not.

That is why business calls are still predominantly handled over vastly more reliable mobile or fixed-line connections. However, so far there has been no way of combining two mobile lines seamlessly and simultaneously using a simple app-based approach.

That's no surprise: mobile carriers are in the business of selling additional lines, contracts and devices, not consolidating them. Application developers, meanwhile, may have the incentive but do not own the network.

The best they can hope for is a consumer-grade service that cannot provide the quality needed for business communications.



Why voice will always be big for business.



In today's online, connected, self-service-driven world, it is tempting to think your business might be able to make do without a quality voice service. Why can't your people just rely on VoIP for the odd call that comes up?

Experience shows that won't work in practice.

While web-based audio and videoconferencing services have made great strides in helping reduce the cost of business communications, even the most ardent supporters of these technologies will concede there are times when they are not up to scratch.

They are also completely dependent on the availability of a decent data connection, which now and for the foreseeable future will always be more difficult or expensive to ensure than a decent mobile voice connection.

In a nutshell, then: if you want your staff to do business in the real world, they need to be able to have access to quality voice communications anywhere, anytime.

Introducing smartnumbers mobile



What is clearly needed in today's business environment is a way of adding business mobile calls onto personal devices with the same level of control, security and integration that you get with data applications. **And now there is a way.**

smartnumbers mobile

smartnumbers mobile is a business number on an employee's personal phone, enabled by an app. You own the number, they own the phone.

Focusing entirely on BYOD voice, smartnumbers mobile has been thought through to make business and personal voice integration as simple and powerful as possible, for you and your users. smartnumbers mobile lets your staff:

- Receive and make calls using a business mobile number on their personal phones.
- Keep work calls, voicemail and text messages separate from personal communications.
- Place voicemail and text messages into a business email inbox for compliance.
- Use powerful call-back features when out-of-mobile-range, for instance whilst home working in an area with poor mobile coverage.
- Receive calls to a smartnumbers mobile number on any phone.
- Easily divert calls to a delegate or voicemail
- Use either iPhone or Android.
- Talk via mobile, not VoIP.
- Get a fully itemised bill.

The benefits for your people

When you think about it, it's amazing nobody has thought of this before. With smartnumbers mobile, your people:

- Don't have to worry about reimbursement claims, as calls are billed straight to the company.
- Can change their phone whenever they wish and continue using it for business calls.
- Keep personal and business calls, messages, texts and costs separate.
- Get to use their own smartphone.

Meanwhile, your business:

- Doesn't have to process expenses with complicated tax rules.
- Owns the number and the conversations that take place on it.
- Doesn't have to provide a company mobile, just a number.
- Keeps the number when employees leave.
- Controls call-answering policies.

Hang on, but...

We know what you're thinking: there's got to be a catch. We don't think so, but just in case, here are the answers to the questions we think you might be asking.

Can I transfer existing business numbers?

Of course. We have number porting agreements with all the UK mobile operators. So when you switch to smartnumbers mobile you can bring your existing business numbers with you as you would in any change of contract.

Remember that in the UK if you change up to five numbers at once you get given a porting authorisation code for each one and the process takes a couple of days. For bulk porting, of up to 100 numbers at a time, you need to leave up to 28 days.

Naturally, we can also give you new numbers if you prefer.

What hardware and software do I need to buy?

None. smartnumbers mobile is a cloud-based service so there is no hardware to buy and maintain, no software to upgrade, no headache for your team. You decide who in the business gets smartnumbers mobile and they just download an app onto their phones.

If you're concerned about mobile device management (MDM), rest assured. Smartnumbers mobile sits within a Good Technology enterprise mobile management container and is compliant with major MDM suppliers.

As with any mobile app, smartnumbers mobile can easily be switched on and off, or deleted from the phone altogether.

Is it secure?

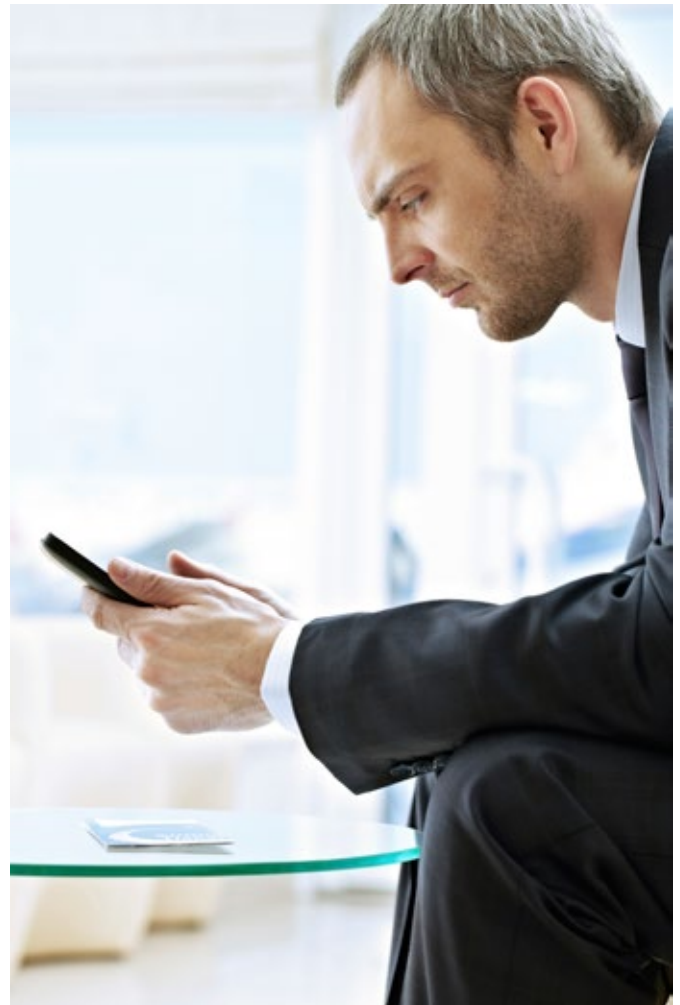
Absolutely. smartnumbers mobile comes from Resilient plc, a registered UK mobile operator with a track record in secure communications.

smartnumbers mobile is trusted by 100% of retail banks, 80% of city traders, 75% of emergency services and 60% of investment banks.

Our customers include security-conscious organisations such as BT, Cisco and the Ministry of Defence, as well as fire services, law firms and high street retailers, among others. We won't let them, or you, down.

What about call recording?

smartnumbers mobile provides two types of call recording, for compliance or for convenience.



For compliance purposes, the service can record all incoming/outgoing calls and SMS and send these to a secure central location. Users will have no ability to access or modify these recordings.

In addition, smartnumbers mobile also provides call recording for convenience, enabling end-users to record conversations as they require for convenient note-taking or dispute resolution. In this case, call recordings are sent to the users business email account.

What else do I need to know?

smartnumbers mobile contracts are subject to usage terms and conditions, which we are happy to share with you. We usually require a minimum order of 100 smartnumbers mobile users per customer, although we are always happy to discuss your particular requirements.

Is smartnumbers mobile for you? If you're adopting BYOD, then almost certainly yes, because of how much it will simplify voice call support and administration for your business.

Offices worldwide

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Get in touch:

For more information about smartnumbers, please call our sales team on 020 3162 3030 or visit www.btsmartnumbers.com



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