



BT Managed Services

Taking care of business, so  
you can take care of business





“If there’s an issue, regardless of whether it’s software, hardware or network, the stores have one number to call. BT Expedite takes ownership for every part of the system.”

Tim Johnson, IT Director,  
Crabtree & Evelyn

# Retailing is your business, retail technology is ours

Technology has never been more important to retailers. It underpins almost every aspect of a modern retail operation and it helps to make most tasks quicker and easier to do. Except one: the job of looking after it.

Because so much depends on IT, you just can't afford for it to go down. But making sure everything is working, and fixing it if not, has become a major effort. That's because most retail systems have grown in a piecemeal fashion – resulting in a plethora of suppliers, hardware and software applications to monitor and manage. What should be making life easy is beginning to make life more difficult and more expensive.

Wouldn't it be nice to have someone take care of all the dull stuff, so you could be free to do the job you're supposed to do: serving customers and selling goods? Well, there is – us.

## Getting on top of IT

Our managed services will ensure that your in-store applications are always available. We'll keep an eye on everything 24x7 and step in to sort out any problems, before they affect the business.

Best of all, you'll have one overarching service agreement and just one number to call for help. We'll run the first line store helpdesk and all hardware, software and network maintenance. You keep ownership of your business processes and assets, while saving time and money that can be better used elsewhere.

### The benefits of a trusted IT partner

- concentrate your resources on retailing
- let us worry about the technology
- rely on tills always working
- tap into top quality helpdesk support
- eliminate hidden downtime costs
- avoid arbitrating between multiple suppliers
- improve the performance of existing assets
- get guaranteed service levels

# Managed services in action: How we're helping retailers do more with less

Most retailers have similar needs. They want someone to call when there's a problem, take care of the network, repair the hardware if it breaks and fix the software if there are any issues. In an ideal world they'd like one person to coordinate and manage all the suppliers, manage change control, and develop and implement the IT enhancements the business really needs.

## Primark

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### Breaking down the barriers to international expansion

Primark is a modern retail phenomenon. It has a hugely successful business model built on a store-based route to market. No one could argue with the results: double digit growth, flagship stores popping up in landmark locations, and an unstoppable international expansion programme.

We manage Primark's store sites and take care of the software, hardware and IT infrastructure that underpins its day-to-day store operations. It's a seamless end-to-end service with one helpdesk number to keep everything simple and all calls managed through to completion.

We also go out to investigate locations and find partners in advance of new international store sites being established. We then build, box, ship, set up, test the equipment, provide training and incorporate the new territory into our service management process. Local store staff have all the help they need at the end of the phone, with our multilingual helpdesk providing native language experts to answer any questions.

## WH Smith

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### Long-term partnership puts innovation at the heart of the business

We've helped WH Smith completely reshape its IT systems and processes over the past seven years. Our working relationship is so close that a number of our core service team are based at the retailer's head office and involved in the day-to-day management of all IT related projects. We make sure all the systems are up and running before the day starts and that everything is ready for business. We monitor and manage the network underpinning it all and oversee the systems and software needed to run the business.

WH Smith has hit the headlines as one of retail's innovators – at the forefront of new technology initiatives such as the introduction of self-checkouts and in-store mobile technology. More remarkably, it's opened an average of one new store every week of the year for the past three years. And we've been helping it along the way. Our roll-out services people work with WH Smith's property team to help manage the deployment of new store sites. We help plan, assess, design, build and implement the technology required to support the expansion.

“We believe BT Expedite's Managed Service proposition is unique and they put more commitment behind the solution than others. Along with their strong service ethic and ability to adapt to the requirements of an evolving business, this combination convinced us to extend our commitment to the service.”

Iain Winskill, Head of Store Systems, WH Smith

“The initial driver for the new solution was PCI compliance. But once the benefits of handing over all ownership of payments to BT Expedite were understood, it was only a small step to see the benefits of passing over all infrastructure in the same way.”

Tim Johnson, IT Director, Crabtree & Evelyn

## Crabtree & Evelyn

### Creating a platform for growth

With an outdated point of sale (POS) system increasingly at odds with security demands and customer expectations, Crabtree & Evelyn's IT team decided it was time for a change. They wanted a new system that could meet the new data security standards while providing a platform to support multichannel retailing. We came up with a complete, integrated solution covering network, software and infrastructure built on three key elements:

1. **Virtual data centre** which can grow and shrink instantly depending on needs.
2. **State-of-the-art POS** to support multichannel trading across 90 tills at 37 UK stores.
3. **Managed payment service** designed to meet PCI compliance standards.

The real value comes in bringing all of this together in one solution from one supplier. We run the infrastructure, the network and the in-life software and service including 1st line helpdesk, hardware maintenance, HDI and service management. The solution has now been rolled out to the UK and Germany.

## Fat Face

### Managed payments take the pain out of compliance

Complying with the Payment Card Industry Data Security Standards (PCI DSS) has been a real headache for retailers. So when Fat Face decided to upgrade its point of sale system, it also asked us to take care of its payments.

Our managed payment service for retailers makes it much simpler to meet the standard. Our approach means that there's no credit card data on any Fat Face system, so we've completely reduced the scope of its PCI DSS compliance obligations. Basically, we do the worrying on behalf of Fat Face. And, combined with a state-of-the-art POS system, it enables the retailer to take advantage of evolving contactless technology.

Managed Payments forms part of an extended service provided to Fat Face which includes 1st line helpdesk, 2nd to 4th line software support, hardware maintenance and HDI.



“The managed payments solution includes the ability to take PayPal payments on the web. Store assistants can scan a unique barcode through the PayPal app to take the payment from the customer's PayPal account and it could be used for refunds and discounts as well.”

Leon Shepherd, Business Change & IT Director, Fat Face

# In-house or outsourced? Neither. Introducing a better way to manage retail technology

## Comparing technology management models

### Traditional (in-house)

This gives you complete control but needs more resources, while no single supplier is accountable for your overall service.

- 1st line call centres passing on calls
- non-integrated SLAs
- reactive break/fix service
- difficult to measure the “right” service metrics
- problems with trending and root cause analysis
- multiple disconnected suppliers
- internal management overheads
- focus on technology not business processes
- no major incident management
- focus on negotiating best price supplier contracts

### Outsourcing

This model promises lower costs combined with access to the latest technology. But culture clashes can be frequent and the arrangement can be expensive if not managed well. It may not be ideally suited to retail.

- change can be costly, once outsourced
- external ownership of IT agenda
- contract can lead to inflexibility
- limited ‘in-life’ service investment

### BT Managed Services

We'll provide a single organisation accountable for service levels, with proactive maintenance, while removing the risks associated with outsourcing.

- end-to-end ownership/measurement
- complete accountability
- single end-to-end service level
- UK-based integrated team
- store availability is key
- no hidden costs
- proactive problem solving using automated tools
- preventative maintenance
- specialist retail-trained team
- continuous service improvement (audited)
- estate-wide change and configuration management
- change management (BT owned)
- major incident management (BT owned)
- review and implement new technology to enhance competitive advantage



## What we can do for you

Our approach leans towards outsourcing, but with a far greater degree of flexibility – and far less risk on your part. Our people will be an extension of your IT team – with some partnerships even seeing us working full-time on-site. Of course, no two managed services agreements are the same – what you choose to have us look after depends entirely on what you need and your current set-up. But we can take care of the full spectrum of retail technology and IT support requirements, including:

### Delivery

- software development and deployment
- quality assurance
- user acceptance testing
- project management

### Roll-out

- cabling and in-store infrastructure
- installs, moves, adds and changes (store openings, moves, closures)

### Consultancy

- hardware selection and supply
- business and process
- training

### Support and IT

- 1st line helpdesk
- 2nd to 4th line software support
- proactive monitoring
- antivirus management
- software release management and distribution
- hardware maintenance
- payment card bank submissions
- supplier management
- network solutions

### Mobility

- device implementation
- device management and support
- system training

### Payments

- implementation
- management and support

### Cloud

- hosting
- application provisioning

What do you do if something goes wrong?  
Nothing, we're on it already

For more information on our managed services,  
visit [www.btexpedite.com/managedservices](http://www.btexpedite.com/managedservices)  
or call **0870 850 6880**



#### **Offices worldwide**

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