



Expect more from your digital transformation partner

A guide to reducing risk and reaping
rewards through digital change



Business



Success
Agreement

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Now's the time for accelerating digital transformation

The concept of digital transformation may not be new for businesses, but the events of the last few years mean it's now more important than ever. It's considered the most critical growth driver for 2022 by 60% of executives¹ as digital technology becomes integral to adapting to current ways of working and building resilience for the future.

But change doesn't come without risk. And with 70% of digital transformations failing to meet their objectives², the potential risk, and cost, of failure is significant.

What does it take to get it right? How can businesses feel assured in their decision to drive transformation when faced with such huge barriers to success?

A new approach is needed

Service Level Agreements have their place. They define the minimum service you should expect from a supplier. But we believe that when the stakes are this high, you should expect more. A new way of working, which is built on partnership, flexibility and a shared commitment to your success.

In this guide, we explain our new approach, designed to remove risk and help you reap the rewards of change.

¹PwC Pulse Survey: Executive views on business in 2022

²Deloitte: Digital Transformation: Are people still our greatest asset?



Out of adversity comes opportunity

It's estimated that \$3.3 trillion will be invested in digital transformation globally by 2025³. That's a huge opportunity for businesses to adapt their IT infrastructure for the benefit of their staff and customers. But only 18% of businesses currently say their digital technology is effective⁴.

The investment required means transformation remains a daunting prospect for many businesses. Which is why our new approach is designed to deliver bespoke, flexible change, and mitigate some of the difficulties which leaders face today:

- 57% of senior IT managers believe their businesses aren't agile enough and 36% say being locked into protracted contractual agreements with their IT solutions provider is a contributing factor.
- In today's rapidly evolving landscape, where businesses are facing inflation and supply chain issues, more flexibility and bespoke services are needed to address individual challenges.
- Businesses that tailor their services and products to meet their customers' needs will recover, rebound and race ahead of their competitors in a post-pandemic world.
- Behaviours have changed as a result of the pandemic and people now expect personalisation and the ability to pick and choose what they want as part of a service. So there's a new pressure to improve customer experience.

³<https://www.globenewswire.com/news-release/2020/06/10/2046146/0/en/Digital-Transformation-Market-Worth-3-294-Billion-by-2025-Growing-at-a-CAGR-of-22-7-from-2019-Global-Market-Opportunity-Analysis-and-Industry-Forecasts-by-Meticulous-Research.html>

⁴Harvey Nash/KPMG CIO survey 2020: Everything changed, or did it?

Enter the Success Agreement

Our Success Agreement is designed to break down the barriers to digital transformation, avert risk and help you succeed in reaching your goals. It's a commitment to your success, built around you and delivered through a flexible partnership.

We've gone above and beyond traditional digital transformation Service Level Agreement (SLAs) by putting your objectives at the heart of everything. By getting to know your business and what you're trying to achieve, we can deliver dedicated support throughout to ensure those objectives are being met. And our work isn't done until you reach your goals.

The agreement is underpinned by three promises from us to you, so you get peace of mind

1

Our commitment to your success

2

Our commitment to minimising the cost of change

3

Our commitment to more flexibility

Three steps to success

1

Agreeing your goals

We'll get to really understand your business, identify your core business goals, and recommend solutions that will help you achieve them.

2

Realising your success

Six months into the agreement, we'll work with you to see if you're on track to meeting your goals and realising success. If for any reason you're not, our success board will swing into action to identify any issues and create a way forward, together. We'll also reduce your paid charges by 25% for the preceding six months⁵.

3

Ensuring your success

We'll share a new set of actions with you that will get you back on track and help you achieve your agreed goals. And the 25% reduction in your monthly charges will be applied until you meet those goals⁶.

⁵25% service charge reduction will apply only if you the customer are unable to achieve the agreed business objectives through our service in the first 6 months. If you achieve your objectives in the first 6 months, you will not benefit from 25% reduction.

How it benefits you



Shared risk and outcomes

Our team shares the risk and outcomes with you, so we want you to succeed as much as you do. We're not happy until you are, so we make sure your goals are achievable in a way that's bespoke to your business.

Six months after deployment we'll take stock and – if needed – bring together a C-Suite-led Success Board to keep things on track.



More flexibility

In addition to the Success Agreement, we'll flex your service agreement terms to enable a 15% change allowance. This means you can concentrate on driving your business forward, and not worry about what happens if things were to change.



Reduced costs

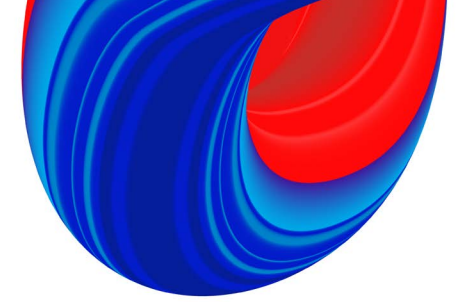
We know dual running costs can get very expensive very quickly as you move between suppliers. So we won't charge you service for the first three months, allowing you to concentrate on growing your business⁷.



Next-level service

We'll take care of the details and make sure everything about the agreement is geared towards your success. We're not just here to make sure things run smoothly, we'll also make sure your organisation is better off with us as a partner. Because you should expect more from your IT solutions provider. And it starts here.

⁷Charges for professional services, installation and/or hardware are payable in line with your contract and are not included as part of the promotion



So what does it look like?

Here's an example of a customer's goals and the solutions we offer to help achieve them...

Business goal

Improve employee satisfaction in relation to the tools and tech that they use.

Ensure employees can work seamlessly in a hybrid working model, with consolidated communications channels that make the most of existing software licences.

Improve employee and network experience to make the organisation more flexible.

Increase operations efficiency, for example by reducing call handling times, driving channel shifts that reduce costs, and cutting service challenges relating to connectivity.

Ensure staff can work securely in a hybrid environment.

Our solution

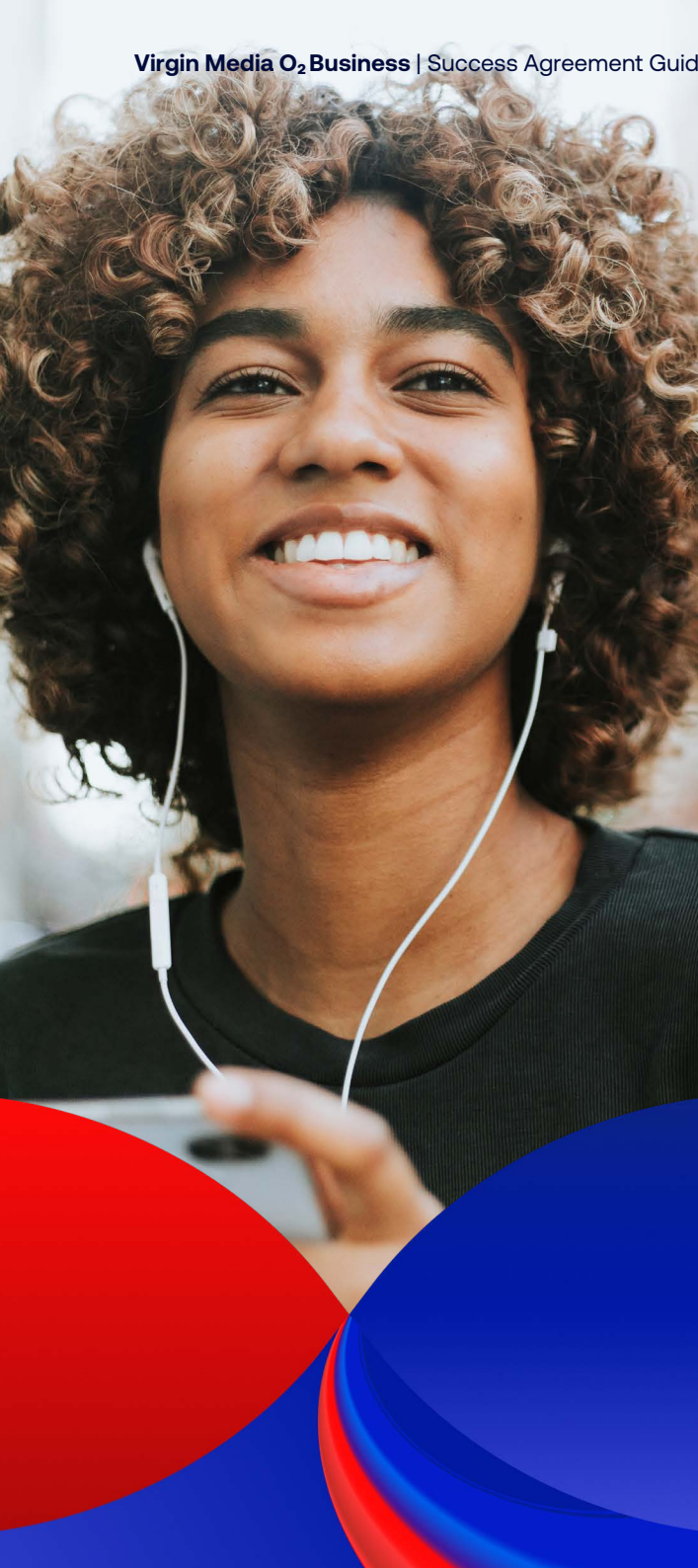
Mobile – we offer a range of devices on flexible tariffs and financing options, all underpinned by our reliable network⁸.

O₂ Voice for Microsoft Teams – get enterprise-grade PSTN voice access with direct routing for domestic, international, inbound and outbound calls. This supports the consolidation of your voice estate, replacing legacy PBX or UC platforms and reducing costs and management overheads.

SD-WAN – this includes tailored next-generation security as standard, including traffic encryption, an integrated firewall and a central management platform. So you get all the benefits of cloud technology without putting your organisation or customers at risk.

8x8 – a complete suite of cloud-based communications technology for both back-office UC and advanced contact centre functionality all on one platform with a large, and growing, number of integrations into common business tools.

Z-Scaler – our cloud-delivered security enables you to transform your network for the cloud and mobile world. By securely connecting users, devices and apps, you can rest assured the cloud is a safe place to do business.



Why choose the Success Agreement?

There's no other partnership like our Success Agreement. We measure your success by what matters to you – your own business goals and objectives. We make a unique commitment to your success that starts with a C-Level conversation. We place collaboration at the heart of our agreement. It's a true partnership – we only succeed when you succeed.

Those benefits in summary

- Meet your goals with our commitment to your success
- Reduce the cost and risk of digital transformation
- Gain the flexibility to adapt as and when your business changes

Plus

- Our fixed network currently covers 15.4m premises
- 100% of the fixed network offers gigabit speeds
- We've delivered 5G to around 200 new towns and cities
- We're Investing billions in the UK's connectivity network, technology and services over the next five years

Want to know more?

Talk to your Client Manager
Or contact 0800 955 5590



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