

# Be ready.

Equip your business with the sustainable technology needed to be resilient and ready for whatever comes next.

## Be Ready For What's Next.

The pandemic has been a tough, real-life stress test and changed the landscape irreversibly. With no normal to return to, businesses of every size and sector have adapted to different ways of working and re-evaluated operations.

It really has changed everything – from how work gets done to how we communicate and collaborate, highlighting both opportunities and efficiencies as well as risk and vulnerabilities.



**Changed communication**

### Chat, share data, collaborate

- ☒ Cloud telephony
- ☒ Collaboration tools
- ☒ Contact centre



**Technology reliant**

### Be confident your connection won't let you down

- ☒ Connectivity
- ☒ IT Support
- ☒ Technology as a service



**Hybrid office**

### Work as usual, wherever you are.

- ☒ WiFi & Mobile
- ☒ Collaboration Tools
- ☒ Cloud telephony



**Keeping secure**

### Be resilient, keep data and systems secure.

- ☒ Data back up
- ☒ Cyber secure
- ☒ Firewalls



**Subscription economy**

### Efficiency, flexibility, scalability.

- ☒ Infrastructure as a service
- ☒ Software as a service
- ☒ Platform as a service

As we move forward into uncharted territory, it's vital to equip your business with the sustainable technology needed to be resilient and ready for whatever comes next.



## Be Ready. Equip your business with the sustainable technology needed to be ready for whatever comes next.

The business landscape has changed and familiar playbooks and proven approaches are now outdated. As the workplace adjusts and customers demand more, the need for better communication and collaboration has never been more prevalent. It's vital to have the right IT and communications in place to allow your business to not only operate at an optimum level but to provide peace of mind that it is able to adapt, flex and scale when needed.

- Be operational 24/7. Be productive anywhere. Protect what matters most.
- Enable business as usual and business resiliency with IT and communications.
- Be ready and mitigate disruption when change happens.



### Changed communication

Chat, share data,  
collaborate

There has been a radical change to the way we communicate. Customers now have increased digital expectations across every channel: web, phone, online, in person, expecting a seamless, quick and personalised experience, and employees want to communicate and collaborate using smart and intuitive tools based on the latest smart technologies.

Every business has experienced an accelerated adoption and increased reliance on communication and technology. More and more elements of day-to-day business are now reliant and dependent on that technology working and working well, and want to ensure that their investment in this area will help the business work smarter and faster whilst being sustainable for the future.



### Technology reliant

Be confident your connection  
won't let you down



### Hybrid office

Work as usual, wherever  
you are.

Many businesses will continue to adopt flexible working structures with a combination of remote and office working. This hybrid style office will rely heavily on having in place and maximising the right combination of technologies to enable every member of the workplace.

When businesses had to quickly adapt to remote working without the traditional detailed planning, this created new opportunities for cyber criminals – with increased data breaches, phishing scams, viruses and ransomware.



### Keeping secure

Be resilient, keep data and  
systems secure.



### Subscription economy

Efficiency, flexibility,  
scalability.

In the last 12 months, how consumers and businesses pay for professional services has faced a radical reshape. They are looking for more flexibility and better value for money in order to boost efficiency and manage their business in a smarter way. As-a-service solutions are subscription based, with monthly/per user pricing that can be scaled according to need.

IT & Communications will be able to support SMEs in responding to these challenges, in particular by allowing them to be more flexible and reducing the need for human interaction wherever possible, while also setting them up to innovate and grow through the pandemic economy and beyond.

Be  
ready.

