Better Operational Agility

For more flexible, resilient and secure communications

The future is exciting.

Ready?

O vodafone

66
We needed a way to help grow our 0.5% market share.
The leader was at 95% so the solution needed to allow
us to face a giant with an army in the field. 99
Alberto Ardizola, General Manager, Wrigley Italy.

Better Operational Agility

Business success now depends on the agility that comes from more flexible, resilient and secure communications.

Business agility is the ability to quickly start, stop, expand, reduce or reconfigure the way you work in order to respond to changing market conditions, threats and opportunities. It's now critical to success. And we can help you embed it across your communications.

Vodafone can ensure you are confidently connected with all your different ways of communicating working together seamlessly. We'll help you become more agile, more efficient and more profitable.

Market trends driving the need for agility

Today's unpredictable world is full of rapid social and technological changes, hugely disruptive events and ongoing economic and political uncertainty. To survive and thrive, businesses need to be agile and fast-moving.

As businesses continue to become more connected – both within themselves and with their customers, partners and suppliers – they have a pressing need for flexible, cloud-based computing solutions and reliable connectivity. They need a resilient ICT infrastructure that can cope with the increasing use of technology and digital channels within the business, and with increases in cross-border trade, offshoring and outsourcing.

Many businesses also need to simplify and integrate their IT and communications because they have been over-complicated and fragmented by the company's cycle of expansion and contraction, M&A activity and today's fast-moving technology landscape. At the same time, cyber threats continue to become more and more sophisticated.

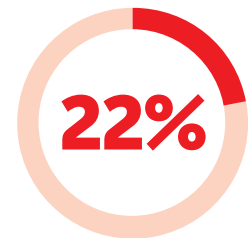All of which makes being agile an imperative that needs to be addressed urgently.

The ready business

As well as the profound changes we are witnessing today, businesses need to be ready for whatever unforeseen changes they will have to face in the future. A Ready Business needs to be flexible, fast-moving, responsive and efficient. This means having the right culture, the right processes, the right people and the right technology. Embedding agility into the way a business operates will be vital if that business is going to be ready to tackle any challenge and seize any opportunity.

The business issues our solutions can solve

In the face of the need for business agility, we make sure our enterprise customers are confidently connected, helping you deal successfully with a number of fundamental challenges. The leading questions we can answer for you include:

- How can I make my business agile enough to quickly withstand new threats and take advantage of new opportunities as the market changes?
- How can I use communications technology to make my business work better and more efficiently?
- How can I keep a lid on the costs of my communications without putting their reliability, performance or security at risk?
- How can I simplify all the complex and fragmented communications across my business in order to improve our efficiency and the quality of our service?
- How can I give my customers a consistent experience of my business – wherever they are and whatever channels they use to connect with us – without putting security at risk?
- How can I be sure my communications infrastructure will have a long life and let me take advantage of emerging technologies so that I can stay ahead in my field?

22%

Only 22% of businesses believe that their current IT and communications facilities deliver full flexibility and responsiveness today

93%

93% of businesses believe that continuous optimisation of the way they operate is an imperative for their business over the next 5 years

Source: Business Readiness Study, Vodafone, 2014

How we can make you more agile

Our 6 pillars for embedding agility into the way your business works

"

We'd grown to around 30 providers in 20 countries. There was no standard contract, no standard rates, and no global reporting. It was fragmented and we lacked any real governance. We needed a global provider for mobile. "

Mario Pacifico, Executive Vice President of Luxottica shared services

Flexible and scalable communications infrastructure

We enable you to respond faster to changes in your market and take immediate advantage of new opportunities. From fixed and mobile communications to data hosting, our services are highly flexible and scalable. Which means you can implement new services quickly and easily — and rapidly increase or decrease your capacity whenever you want.

It's an approach which is trusted by leading enterprises to manage their global wide area network (WAN) infrastructures, including Aviva, Standard Chartered and Cisco.

A typical example is the managed M2M (machine-to-machine) connectivity we provide for global clients such as ThyssenKrupp. Our infrastructure solutions have wirelessly connected 50,000 machines, devices and appliances to the internet — turning them into intelligent assets that open up a range of value-adding possibilities.

Extensive global and local network reach

We can ensure every part of your business is always confidently connected because, wherever your business operates, we're there. No one else can match our local and global coverage. Vodafone provides:

- a global network reaching over 150 countries
- mobile and voice data services to 32 million enterprise customers in over 70 countries
- fixed voice services in over 40 countries
- 13.9 million M2M connections
- 4G in 14 markets
- Unified Communications (UC) capability in 12 markets
- £6.2bn investment in a global converged network through 2014 and 2015 that includes 1 million km of network fibre.

Just some of the reasons why we're trusted by firms such as PZ Cussons, Datacraft and Tesco to operate their networks.

Resilience, compliance and security

Helping you reduce risk across your business operations, meet your compliance obligations and keep your critical data safe, we can build an infrastructure for your communications that's both reliable and secure.

We provide an unrivalled combination of highly resilient network services, enterprise-class cloud platforms, advanced security solutions and expert advisory services.

We have extensive security accreditations, including ISO 9001/ 27011 and are accredited to deliver secure services to the UK government, who trust us to run parts of the National Critical Infrastructure.

" The Vodafone solution allows us to track individual usage, enabling us to proactively manage individual users as well as monitor total usage across all users. If we're not using as much data as predicted, we can review after four months. **"**

Head of ICT Infrastructure Services, Bayer S.p.A. (Italy)

Enhanced insight and control

We can help you see and control your communications estate better, giving you a central viewpoint. Used by companies such as Viridor and AIG, our reporting and analysis tools – from Application Performance Management to telematics – give you valuable insights into how your communications assets and services are being used.

Cutting out unnecessary costs and ensuring your communications are as efficient as possible, our services for expenses management include telephone expense management (TEM) and spend analytics.

It's no surprise we're in the Gartner Magic Quadrant for telephone expense management based on our completeness of vision and ability to execute.

Simplified communications management

Choosing Vodafone means not having the headache of managing multiple vendors and fragmented technologies.

We can support every aspect of your communications – from mobile workers to connected machines. For international airfreight and logistics giant Panalpina, for example, we provide mobile services across 28 countries spanning 6 continents.

Our managed and outsourced services across connectivity, apps and hosting portfolios enable you to free up your resources to focus on your core business. And across all our services, we make sure you can see a clear line of ownership and accountability.

Expert advice and support

We can help you get the most from your communications, adding real value to your business. From showing you any limitations and inefficiencies in your current set-up with our diagnostic tools, to creating the most effective communications infrastructure for your specific business needs, we'll help you work smarter.

As well as equipping you with the right mix of technologies, our impact analysis and feasibility studies will help you identify opportunities to automate your business processes and speed up your decision-making with better communications.

Our strategy workshops and transition methodologies will help you get to where you need to be.

1m
kilometres of international network

The key benefits for your business

> 66
> It was also very difficult to get reliable information about telecoms use and, as a result, immensely frustrating at times. We knew we needed much more knowledge and control over our sites across Europe. 99
>
> Sharon Collins,
> Head Buyer,
> Iron Mountain

Our checklist for your ongoing profitability

The new need to be confidently connected – equipped with converged communications platforms that deliver operational agility – opens the door to a range of business benefits.

Simply ask yourself, would your operation benefit from:

☐ More business agility and faster responses?
☐ Being quicker to market?
☐ Improved operational efficiency?
☐ Lower total costs of ownership?
☐ Management being able to see and control more?
☐ Less risk of security breaches or service failures?
☐ More reliable experiences for end-users?
☐ More management focus on core business?

With Vodafone, you can tick all the boxes.

Why Vodafone?
The enterprise partner that delivers on every front

Expertise and experience. Scale and reach. Commitment and vision. We bring everything you need from a partner – and more.
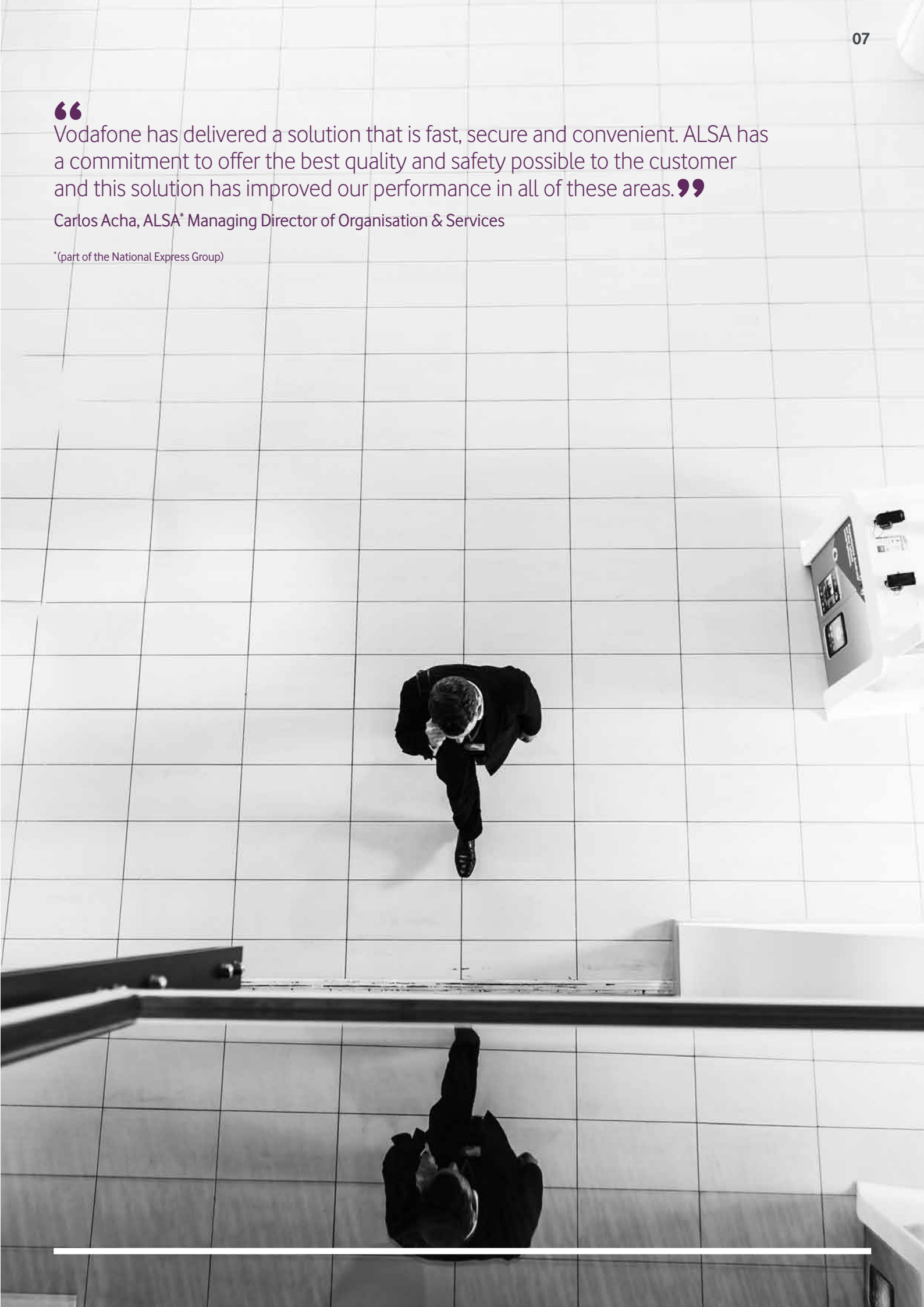
- We're already **trusted to deliver** communications services that many of the world's leading companies rely on, including Barclaycard, Aviva, Cisco, Tesco and Standard Chartered Bank.

- Our **extensive network and hosting capability** enables us to take full responsibility for end-to-end service delivery – from data centre to device – and back this up with world-class SLAs.

- To deliver ever-more resilient and better converged networks, we're committed to **£6.2b of infrastructure investment** over the next 2 years.

- Because we have such **extensive fixed and mobile services**, we are uniquely able to deliver innovative, converged communications solutions.

- We're **recognised as a market leader** by analysts such as Gartner in areas that include telecoms expense management and M2M communications.

- Our **depth of experience working with enterprise businesses** enables us to develop services which truly reflect the complex needs of enterprise clients.

" Vodafone has delivered a solution that is fast, secure and convenient. ALSA has a commitment to offer the best quality and safety possible to the customer and this solution has improved our performance in all of these areas. "

Carlos Acha, ALSA* Managing Director of Organisation & Services

*(part of the National Express Group)

Find out more.
Visit our website at **www.vodafone.com**