



# BT Business Applications delivered in the Cloud

## Successful customer management, anytime, anywhere

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BT Business Applications provides you with world-class software applications, including CRM (Customer Relationship Management) tools, which are hosted externally in secure data centres, instead of within your company – i.e. business applications ‘in the cloud’. There’s no need for you to worry about buying new hardware, software or increasing your storage capacity – you subscribe to a service and it’s all managed for you so you can plug in and go.

Our most popular business applications are for managing customer information known as Customer Relationship Management (CRM) tools. These provide a single, integrated customer database and tools which bring together sales, service and marketing teams and help you improve the focus of your business and your bottom line.

### Benefits of cloud-based business applications – Cloud Computing:

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- **Improve your sales, marketing and drive more business –** BT Business Applications gives easy access to the customer information you and your team need, instead of having to hunt it down across the business. Automatic reporting and visual dashboards tell you how your business is performing and what needs management attention
- **Access to your data on the road or wherever you are –** With mobile broadband or a BlackBerry you can access applications and data wherever you are, allowing you to act promptly on customer requests without the need to return to the office
- **Use your resources efficiently –** Sales people are a valuable and expensive resource. Therefore, it is essential that they can access the tools and applications that can help them gather customer data quickly and effectively, without impacting on the time they spend generating revenue for your business

## Cloud Computing business application solutions provided by BT:

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- **Salesforce CRM** – Manages sales leads effectively to help you close more business. A world-class customer relationship management system, trusted by over 59,000 companies
- **Ribbit for Salesforce** – Converts voice calls into text, so your field salespeople can report their deals directly from their mobiles into salesforce.com
- **NetSuite** – Provides a 360° view of your customers, so you can deliver better customer service. NetSuite supports enterprise resource planning, finance and e-commerce as well as sales management and campaigns
- **SugarCRM** – End-to-end sales tracking and more accurate sales forecasting help you plan sales activities. Its open source approach allows it to regularly update as business demands change
- **Genius Pro BT Smart Marketing** – Helps you achieve improved response rates on your e-mail campaigns, tracks interest and provides real time alerts to show you the best prospects for your sales people to follow-up on
- **BT eSignature** – Cuts delays from days to minutes between deal and signature, and securely circulates documents for signature by email, keeping a secure audit trail as it goes

## Further information:

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Please visit: [www.bt.com/apps](http://www.bt.com/apps) or call 0800 731 0144.

### Offices Worldwide

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