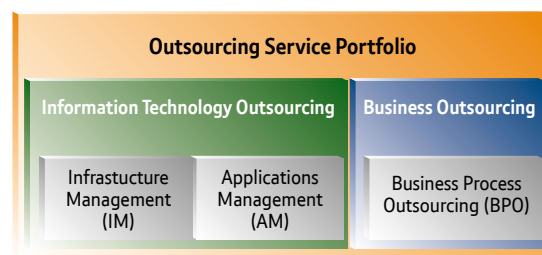


# Infrastructure Management at BT Frontline

## Overview

### Focusing On Your Core Business – a principle of outsourcing

In the connected economy, all organisations require access to world class, highly resilient and secure technology infrastructures. Against a background of growing global competition, all companies need to ensure that these IT platforms are run on the most cost effective and flexible basis.



BT Frontline Outsourcing Service Portfolio

Our company's growth has been founded on our ability to design, implement and support the connecting and evolving systems and infrastructures that have underpinned the success of our customers. This capability spans the Asia Pacific region and through our Alliance partner Capgemini, the world. It also covers the complete technology spectrum—from legacy to 'e'—24 hours a day, 7 days a week, 365 days of the year.

Our Infrastructure Management (IM) clients are able to show clear productivity gains, linked to higher customer service levels and speed to market. Above all, by using BT Frontline's IM services, they gain the full advantages of scalability, focusing on their core business while still having access to the specialist resources they need, as and when they need them. The ability to leveraging Outsourcing as a strategic tool in your company's development is rapidly becoming a necessity. Organisations are leveraging the benefits of outsourcing to:

- **Enable a Focus on Core Business** – Increasingly complex and integrated infrastructure designs and costs, and unreliable support skills can significantly distract attention from your core business and competitive issues
- **Gain Access to Technology** – Change today is occurring at a rate that is difficult to sustain. Diversification in services, mergers, acquisitions and industry deregulation are but a few of the challenges faced by companies today. Companies are quickly realising that to thrive in today's competitive business environment, they must rapidly deploy new technologies to support key business objectives
- **Gain Cost Visibility** – Cost reduction has been synonymous with Outsourcing throughout its development. However, cost visibility is also critical to the measurement of the total cost of ownership of the business process. Knowing whether your infrastructure dollars are being spent in the most appropriate place and whether those dollars are making the right return on investment is a key driver for outsourcing
- **Protect Knowledge** – More and more, people are the key to the survival of your business and protecting your investment in your infrastructure, which is the backbone of your organisation. The ability to retain key individuals, motivate them and maximise their utilisation is a key factor in making your outsourcing decisions.

# Infrastructure Management

## Infrastructure Management Key Service Offerings

One of our three core offerings in the Outsourcing space is the on-going support, maintenance, enhancement and evolution of your infrastructure, be it legacy, client/server or web-based. The BT Frontline Infrastructure Management (IM) offer comprises four main components:

- **Service Management**

BT Frontline's support services provide a proactive response to problems and queries, with the help desk being the first point of contact

- **Facilities Management**

This covers a wide range of services, from simple provisioning of the data centre infrastructure to actually housing your computer facilities through to a fully managed service, whereby BT Frontline will provide all the operational and technical support resources required to manage and meet your computing needs to an agreed service level

- **Desktop and Distributed Computing Services**

This is the supply, support and maintenance of distributed computing environments, to well-defined service levels,

agreed with you to optimise service, flexibility and cost effectiveness. BT Frontline's support service links seamlessly with the help desk and is backed up by teams of second and third line technical resources who can be deployed as required. We can also provide other service components such as training, technical support, security and hardware maintenance, as well as complementary services such as projects, product procurement and life cycle management

- **Network Infrastructure Services**

Covering the design, implementation, supply and on-going support of the Local Area Network (LAN), Wide Area Network (WAN) and Management of third party vendors in support of your network requirements.

We deliver all of these components by applying rigorous processes and methodologies (our COMMAND methodology) to well-defined terms and conditions, and managed and measured to pre-defined Service Level Agreements (SLAs).



COMMAND Overall Methodology

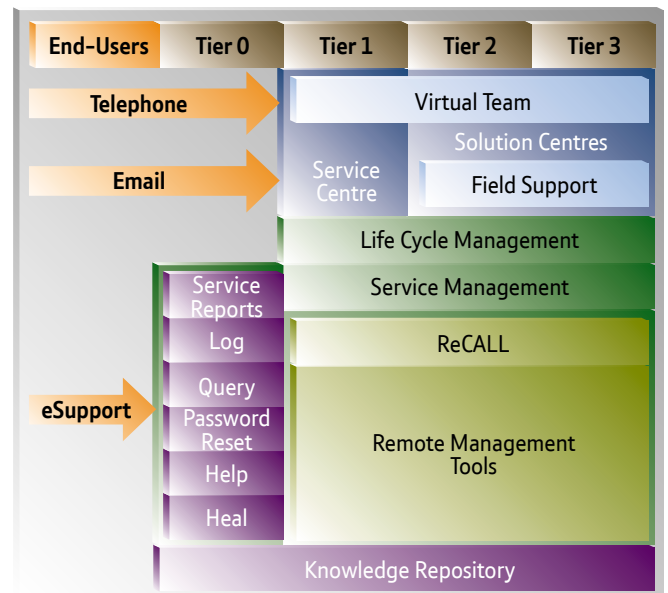
## Infrastructure Management – How do we do it?

BT Frontline offers a standardised, alternative approach to infrastructure management. Our operating model is designed to deliver our IM services to our clients—better, safer, faster and cheaper. We deliver on the promise of improved efficiency and reduced cost by adhering to several key principles:

- **Sharing** – Leveraging and sharing skilled expertise and resources across multiple clients to increase flexibility, lower risk, reduce cost and improve service quality
- **Standardisation** – Using the methodologies and processes to implement a consistent approach to delivery thereby gaining benefits through high productivity and lowering cost
- **Segregation** – By separating out maintenance activity from enhancement activity, we can deliver the cost visibility which ensures the information to determine the return on investment is available, measurable and reported
- **Satisfaction** – Our approach to Service Management ensures that BT Frontline brings value to the business and delivers the exceptional level of customer satisfaction that our customers’ business demands.

## How does that help you the customer?

- We can help our clients to reduce IM costs
- We will make it easier for our clients to forecast and obtain an overview of costs
- We will improve service and reliability of critical systems
- We deliver the right level of technical and human resources in a flexible manner, taking into account changing patterns of usage and variation in the business applications being managed
- We insist on the use of planned service level agreements (SLA) which ensure the flexibility and appropriateness of services being provided at any given time.



By constantly striving to resolve problems as early in their life-cycle as possible, the strategy reduces costs for clients, increases end-user productivity and sets our comprehensive solutions apart from its competition.

## What makes us different?

- **BT Frontline has made a significant entry into the IM market**
  - The acquisition of the ex-Capgemini Outsourcing team
    - A step change in our ability to deliver Infrastructure Management with a structured delivery capability.
  - The ability to integrate and manage complex architectures
    - Capitalising on existing investments and leveraging on new technologies.
  - Our approach to Service Management
    - A determined focus on the customer
    - The alignment of commercial objectives
    - Establishment and maintenance of enduring relationships with our customers.

## What makes us different? *continued*

- Our Pricing Approaches
  - We will consider a variety of commercial arrangements including:
    - Shared risk/reward where we share in the success of the project
    - Managed Service to agreed Service Level Agreement (SLA)
    - Time and Materials, pricing based on time spent — e.g. fee rates x days
    - Transaction pricing, cost per transaction
    - Tiered pricing, variable transaction pricing according to volume.
- Our Processes and Methodologies
  - The development of our COMMAND methodology puts it all into practice!
- **Regional Presence**
  - We have offices in 9 countries in Asia to serve regional clients
  - We are not just Singapore centric and can leverage other skills and markets as a result of our corporate interests.
- **Our Alliances**

BT Frontline has established working partnerships with many leading technology vendors like Sun Microsystems, Microsoft, VERITAS, CA, IBM, DELL and StorageTek.

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## Who do we do it for?

BT Frontline is a key provider of Infrastructure Management services to some leading businesses, including:

- **Kyocera Asia Pacific**

Kyocera Asia Pacific creates components, devices, consumer products, services and networks for information and communications, environmental preservation and lifestyle enhancement. Kyocera's markets are primarily Japan, North America, Europe and Asia. Kyocera chose BT Frontline to provide the support services to gain the benefit of a structured support service which allows them to focus on their own business. They have access to skilled resources to manage their infrastructure as and when they require it. We provide help desk, desktop support and consultancy services to Kyocera and deliver remotely from our offices in Chai Chee using a call dispatch facility to alert our roving engineering team.
- **A Leading Plumbing and Power Systems Company**

A leader in plumbing and power systems products. But it's family of businesses extends far beyond the kitchen and bath, to collectively offer products in furniture and accessories, cabinetry and tile, engines and generators, as well as resort, recreation, and real estate opportunities. BT Frontline was engaged to support their infrastructure to give them access to proven processes and methodologies and access to skilled staff which they themselves did not require on a full time basis. We provide help desk, desktop support and consultancy services to them and deliver remotely from our offices in Chai Chee using a call dispatch facility to alert our roving engineering team.
- **A Leading Medical Equipment Manufacturer**

Through our Alliance partner Capgemini, BT Frontline was able to provide Asia Pacific support in order to augment the services provided by Capgemini as part of their US agreement. BT Frontline provides the customer with a centralised help desk service, which manages problem resolution and activates local support, if required, across the Asia Pacific region. Our help desk is based in Singapore and in addition our service provides for remote management of the servers in the customer's network.
- **A Leading Financial Institution**

A leading financial institution with its regional head office in Singapore awarded BT Frontline this contract in direct competition with its own internal MIS organisation. They wanted a service, which provided a structured IT environment and management reporting through a detailed SLA. In addition, they wanted to move their local server equipment into a world-class data centre. BT Frontline managed this project and implemented a support service with a mix of on-site and off-site resources to provide a predictable and contained cost of service delivery.

For more information, please contact **(65) 6773 7227** or email [sales.frontline@bt.com](mailto:sales.frontline@bt.com)