

Helping build a better Britain with better ways of working



Taking a **different approach** to the public sector

Right now hundreds of organisations like yours are facing the same pressures. A changing public to serve, a dedicated workforce, but one which is restricted by slow and old-fashioned processes, and the added challenge of meeting tight budgets. Hundreds of organisations share these challenges, but how many realise the opportunities they present?

Your organisation can't afford to be held back, but we also understand that changing how things are done isn't an easy or quick 'fix'. While the Public Services Network (PSN) framework provides the contractual means to transform your organisation, we believe the key to realising the opportunity is to use it to become more efficient, more adaptable and, most importantly, to give your employees the resources and time they need to make a real difference to society.

What would an hour back every day do for your organisation?

Crucially, what would it mean for your employees and the people they serve? Freedom to do what they care

passionately about – spending an extra hour with a patient, patrolling the streets to reduce crime, or simply allowing them the time to help make information and assistance more readily accessible for people in their everyday lives.

For the public you serve it could only mean one thing: better service.

At Vodafone we are passionate about helping you find better ways of working, understanding the challenges you face and designing new ways for your organisation to adapt and prosper from that change.

We challenge you to reflect openly on what needs to change, and we challenge ourselves to make your vision a reality.



Peter Kelly
Enterprise Director
Vodafone UK



Getting the best from our PSN Manifesto: how to **find what you need**

This PSN Manifesto offers an overview of how we plan to help today's public sector organisations get more from the PSN. It gives our view on the opportunities the PSN offers and how we can help you realise them.

We outline our experience across central and local government, healthcare and criminal justice. We then go on to detail our services in the relevant lots. Simply click on the relevant section below to find what you need.

Discover what makes Vodafone different

Find out how our unique approach can help you find better ways of working:

1. [We bring a challenger mindset to the PSN framework »](#)
2. [We're committed to being a secure partner to work with »](#)
3. [We tailor our support to your individual needs »](#)

Find out more about our experience

We have extensive public sector experience covering:

- [Central government »](#)
- [Local government »](#)
- [Healthcare »](#)
- [Criminal justice »](#)

Learn about our services

We offer services spanning the complete range of communication technologies:

- [Lot 1: Communication services »](#)
- [Lot 3: Conferencing services »](#)
- [Lot 5: Call and contact centre services »](#)
- [Lot 6: Mobile voice and data services »](#)
- [Lot 7: Paging services »](#)
- [Lot 10: Unified services »](#)



Challenging times demand a different approach

The PSN has the potential to rapidly change how the public sector works by providing you with an opportunity to be more cost effective and to source the latest technology at competitive prices. It also allows you to work with new vendors who are verified by the government to meet the objectives of the PSN and who can deliver truly innovative solutions to the market.

Importantly the PSN will also align public sector organisations with one another via common standards for security and ICT infrastructure, meaning interoperable and compatible infrastructure can start becoming a reality – and bring you closer to how your peers operate.

At Vodafone, we see the PSN as the enabler, as nothing short of an opportunity to help create a more agile and flexible public sector – and we're committed to helping you unlock the opportunities it represents.

The reality is that by transforming your organisation for the better you'll also be transforming many people's lives.



Simon Holmyard
Head of Public Services Network
Vodafone UK

Changing expectations, driving **change**

We understand how hard change can be for any organisation, particularly in the public sector where so many people are dependent on the services you provide.

However, one thing is clear: it's only through successful change that you'll be able to meet and overcome the challenges you face.


We live in changing times. On the one hand, people in Britain are living longer and depending on their public services more than ever. On the other, evolving demands for more flexible access to services and information mean the main characteristics of the public you serve are changing too.

Add to this the Comprehensive Spending Review targets, the PSN framework and the government's ICT strategy, and the result is a great deal of pressure on the public sector.

However, along with this pressure comes a significant opportunity to develop new approaches to support change and drive efficiency in ICT services.

We want to support you in understanding your organisation's challenges and designing new approaches to overcome them. For our part we want to go beyond your expectations, helping you use technology as a catalyst for better ways of working – to untether people from their desks, mobilising and equipping them to be able to work more flexibly and more effectively.

“We want to support you in understanding your organisation's challenges and designing new approaches to overcome them.”



The difference between getting it right once and getting it right time after time

The support you receive from Vodafone doesn't stop once your solution has been delivered. The public services you provide are constantly in demand, and never sleep, neither does the support you can expect from Vodafone. We are always on-hand to make the transition from an old service to our new ones as smooth as possible. Our service lifecycle approach ensures that we translate your needs to service delivery and operation – so we're confident that customers will get the best solutions and right level of support from Vodafone.



Tony Bailey
Head of Business Services
Vodafone UK

Individual **solutions**, repeatable processes

Every challenge is different. So where we don't have an appropriate pre-defined service or support solution available, we can create a bespoke one to meet your specific needs. To achieve this we use a process that ensures every solution we develop meets the quality demanded both by you and by us at an acceptable cost.

Delivering best practice as standard

We understand the complexities of transitioning existing services. That's why we use a standard delivery framework for service transition aligned with ITIL best practice. This combines a robust methodology with a common set of reusable tools for defining, planning and executing service transition.

The right level of service for your needs

Our services are provided on a tiered model designed to deliver a consistent customer experience. You only pay for what you need and you can scale up and down as required.


Our four tiers of service

Foundation – core service features and basic implementation support.

Comprehensive – includes core service features plus select key additional services such as training, testing, basic implementation and ongoing support.

Enhanced – contains most components of the service, generally supported on-site and will include ongoing support as applicable.

Total – contains all component elements of the service plus premium on-site support if applicable or the highest level of SLA for ongoing support.



Helping make a difference right across the public sector

Key to ensuring the success of our customers' operations is understanding their organisations. Having worked closely with many public sector customers for over 25 years, Vodafone appreciates the need to deliver cost savings while increasing productivity. We are passionate advocates of better ways of working. We believe it can help you begin your transformation to simplicity, with better processes, more productivity for your employees and ultimately better service for the people you serve. The end result is solutions that fit around the individual, not the other way round.



Ian Cunningham
Head of Public Sector Sales
Vodafone UK

Enabling better ways of working for **central government**

As part of our commitment to helping change how the public sector works, we've been engaged with central government since 2010 developing solutions to a number of critical challenges. These include:

Central government memorandum of understanding – helping realise in-year cost savings while driving further efficiencies.

Workplace transformation – promoting the strategic benefits available in greater workforce productivity, increased efficiency, carbon reduction and property savings.

Smart metering – using our unique dedicated infrastructure for machine-to-machine solutions, we will provide nearly 1 million connections within household meters to help families monitor their energy use, leading to cost savings and reduced CO₂ emissions.

Commercial Interchange Programme – helping to improve the commercial capability within government through an exchange of skills and knowledge with the private sector.

Lone Worker – a service providing protection and peace of mind for lone workers – a panic button on their standard mobile phone which enables us to locate them and call emergency services if appropriate.

Field Worker – allowing staff to work more flexibly and efficiently, enabling employees to increase their productivity by up to 25% in a working week.

We're working with the **Foreign Office** to deliver emergency text messages to Vodafone UK subscribers as well as to customers of any mobile provider whose service runs on our network. Texts will be sent out to customers who are in a country where there has been a major crisis – such as a natural disaster or civil unrest.

Enabling better ways of working for **local government**

We're committed to helping local government transform services to enhance the lives of citizens, improve service delivery and address budget constraints. In local government, we've already implemented a range of approaches including:

Helping address digital inclusion and social mobility – using our network coverage to support both economic and social growth in the community.

Bringing you closer to citizens – our contact centre solutions are helping improve community engagement through multimedia communications, self-service and a more effective contact centre workforce.

Mobilising frontline services – helping protect and truly mobilise critical frontline services by giving employees access to the right information when and where they need it (eg allowing social care workers to access client information at the point of care).

Workplace transformation – complimenting our work with central government, helping local government identify and deliver significant benefits in productivity, efficiency, carbon reduction and property savings.

Unified communications – helping increase employee productivity by bringing fixed, mobile and desktop communications together.

When it comes to emergency services, **every second counts**. We worked with Hampshire Fire and Rescue to ensure staff could get fast, reliable access to voicemail and collaborate more easily (all while reducing management costs by 50%).

'We have created a highly resilient infrastructure that ensures we have business continuity in the event of a problem, providing a better service to the public.'

John Bonney
Chief Fire Officer
Hampshire Fire and
Rescue Service

[Read the full case study »](#)

Enabling better ways of working for **healthcare**

We're already working with many NHS organisations and private healthcare companies to improve patient care and help drive greater productivity and efficiencies. This has included:

Helping healthcare professionals deliver care in the community whilst staying safe – giving mobile access to patient records and helping trusts free up at least an hour a day and allowing some healthcare professionals to see at least one more patient. We also offer lone worker 'panic button' protection, increasing their safety and giving them the peace of mind they deserve.

Streamlining vital data capture – using technologies such as digital pens to remove the need for re-keying information and making accurate patient data available within 15 seconds. This has saved one trust up to 30 hours every week.

Providing advice and support – enabling trusts to rationalise their property, mobilise their teams and transform their working practices. For one customer, this freed up 10,500 extra staff hours a week.

Moving care from hospital to home – allowing more treatments to be made available in patients' homes with remote monitoring solutions such as those to deliver intravenous immunoglobulin or remotely monitor paediatric epilepsy. This means patients can have more control over their conditions, without compromising on the degree of medical support they receive.

Appointment reminder services – people lead busy lives, it's all too easy for them to forget appointments. This, of course, causes problems and wastes time and resources. We can help by reminding the patient of their appointment so they don't forget.

Through tablet solutions, Blackpool clinicians are able to generate real-time data on community health activity, helping management planning and performance reporting. The result is reduced administration and travel time for community health workers, meaning more time can be spent with patients.

'We're now better at capacity planning – and having more time to spend with patients which means we're better able to spot problems and provide better advice, which leads to greater prevention.'

Paul Morris
Assistant Head of Informatics
and Performance
Blackpool Teaching Hospitals
NHS Foundation Trust

[View the full video case study »](#)

Enabling better ways of working for **criminal justice**

We're working with the 52 UK police forces and other frontline criminal justice agencies to help them reduce crime, prevent incidents and improve engagement with citizens. This includes:

National Police Framework – we are the sole provider nominated to provide services under the National Police Framework for mobile telephony.

Streamlining crime recording processes – resulting in sizeable savings in non-emergency control rooms.

Vehicle fleet tracking solutions – allowing police forces to make significant efficiencies across their vehicle fleet. This has resulted in one force cutting its vehicle estate by a fifth.

Social media applications – assisting police force efforts in communicating more effectively with a wider range of the community.

A landmark mobile personal security solution – helping police protect high risk victims of domestic violence. Our innovative TecSOS handset offers one-button contact with emergency services as well as many more specialised adaptations to help users take back control of their lives.

Mobile identification solutions – by using the built-in cameras on their smartphones, officers can now capture real-time photographic evidence at the roadside or on the street.

Our Blackberry solution will help South Yorkshire police save 30 minutes per shift per officer in reduced paperwork alone, generating efficiency savings of over £6m per year.

'To be an effective crime prevention unit our administrative procedures must be first class. But every minute I spend completing paperwork is a minute away from the very people I joined up to serve.'

Sgt. Simon Davies
Project Manager
South Yorkshire Police

[Read the full case study »](#)

An aerial photograph of a large body of water, likely a bay or estuary. In the foreground, a prominent red cantilever bridge with a complex lattice structure spans across the water. In the background, a suspension bridge with two tall towers and cables is visible. The sky is blue with scattered white clouds. A dark purple rectangular box is overlaid on the top left of the image, containing white text.

A wider range of services,
a different way of thinking

Enabling **better ways** of working

Effective communications are more important than ever. To accommodate the changing demands the public are placing on the services you provide, you need to be able to work more efficiently, collaborate more fluidly and keep a tight rein on costs.

We've helped organisations of all sizes get more from communications technologies. It means we can ensure you get the right solution to help you meet the needs both of your people and the people you serve.

Within the PSN framework we are able to offer:

Lot 1:	Communication services	Learn more »
Lot 3:	Conferencing services	Learn more »
Lot 5:	Call and contact centre services	Learn more »
Lot 6:	Mobile voice and data services	Learn more »
Lot 7:	Paging services	Learn more »
Lot 10:	Unified services	Learn more »



Lot 1 Communication Services

Our services in lot 1 are designed directly around the people who will use them, providing the right solutions for the right people and ultimately enabling more collaboration throughout your organisation.

Creating a **better service**

We believe that the key to effective communication services is ensuring they are built around the people who use them. By ensuring our solutions are flexible, robust and implemented to suit the needs of end users, we can make a real difference to the working lives of our public sector customers.

We've been able to deliver greater value by employing knowledge gained in the private sector to help create more dynamic, effective and innovative solutions – to help provide greater service to the public, free from unnecessary complexity.

Services within lot 1

Unified communications – a fully supported, managed solution which includes least-cost call routing across fixed and mobile platforms, a multi-device single messaging platform, and a single directory and interface.

Unified messaging – bringing together fax, voicemail and email to ensure easy access to all forms of communication.

Fixed-to-mobile convergence (FMC) – a suite of solutions helping to link your fixed infrastructure to your mobile phone estate.

Fixed line – a full range of solutions and products tailored to the public sector.

Conference calling – a suite of solutions allowing people to work together from different locations. These solutions cover all types of conference calls from ad-hoc small groups, to large scale conferences - with applications to make hosting these calls more effective.

We've worked with Aberdeen City Council to help it find better ways of managing repairs and service calls. In doing so we moved them from a primarily paper-based system to a more flexible mobile solution. The results were significant:

- first-fix percentages have risen from 62% to 86%
- the average number of jobs completed each week has increased by 46%
- customer satisfaction has grown from 86% to 95%

Allen Small
Project and Systems Manager
Aberdeen City Council

[Read the full case study »](#)



Lot 3

Conferencing Services

We can help you move video conferencing from being a sometimes under-used resource to something far more powerful. The proliferation of devices, networks and desktop clients is enabling ad-hoc video conferences as and when needed. Soon, video conferencing will be available whether people are in the office, working from home or on the go.

Discover **better ways** of working with conferencing

Conferencing solutions play a unique part in enabling an organisation to improve face-to-face collaboration. At the same time they help provide a more flexible working environment for employees and reduce travel costs.

Services within lot 3

Supply, installation and maintenance services – helping you find the right solution for your needs, whether room-based, desktop-based or mobile.

Room-based solutions – offering traditional or IP-based video conferencing solutions delivering advanced features and high definition (HD) video, voice and content sharing capabilities.

Desktop-based solutions – traditional or IP-based solutions providing video collaboration to desktop PCs, executive desktops and local offices.

Mobile-based solutions – extending existing video conferencing services out to remote workers, enabling HD video collaboration via tablets and remote devices.

Assisted booking services – delivering an assisted booking and meeting setup service so you can book in advance or at short notice.

Video test facility – offering continuous motion and sound sources including live face-to-face testing with a specialist support engineer if required.

Customer assistance and training – offering you help, reporting and monitoring of your video conferencing system.

Migration services – helping you quickly and effectively migrate older video equipment to the platform.

As a truly global organisation, we've used video conferencing since 2004 to collaborate more efficiently and flexibly across the globe.

The results are significant – at any time 200 users are watching on-demand content and there are at least 10 live webinars per month, attracting up to 800 viewers.

Our specially designed VC Lounges are now running up to eight hours a day and average use of personal systems in executive offices is now up to five hours per day. This compares to typical use in an unmanaged environment of only 45 minutes per day.



Lot 5

Call and Contact Centre Services

Call and contact centre technology provides perhaps the single largest opportunity for improving communications with the public. We can help you deliver a better service with solutions designed around how your people work best.

Delivering a **better class** of contact

A number of government organisations have already seen success by using contact centres to deliver shared services. However, we believe there is still considerable room to drive more efficiency creating more effective services supported by new technology.

Services within lot 5

Fixed voice call centres – tailored around individual organisations' processes and call centre operators so that citizens' needs are placed at the heart of the call journey.

Multimedia contact centres – linking fixed call centre functionality to channels such as instant messaging and social media platforms, creating more flexible communication options for citizens.

Smart distribution – ensuring citizens are put through to the right person to help them with their query, meaning greater efficiency and most importantly better service.

Inbound calling – making it easier for the citizen to contact the advisor they have spoken to originally, creating a more cohesive experience.

Multi-site link – creating more flexibility for call centre operators regardless of location, giving a better citizen experience.

Call management solutions – providing workforce optimisation and workforce management information, meaning organisations can manage and control their resources effectively and adapt to varying demands.

Outbound and proactive contact – including scripting, campaign information and appointment setting. Employees are provided with the information and tools they need, resulting in reduced staff turnover and making it easier to attract quality people, reducing retention and recruitment costs.

'Contact centres, though often considered merely an operational function, are... first and foremost a communications 'touch point' and should be treated as such. The focus should be on quality: delivering the best possible service to meet (or exceed) citizen expectations within the available and appropriate resources. It should not just be about minimising costs.'

Central Office of Information

An aerial photograph of London at dusk, featuring The Shard skyscraper prominently in the foreground. The city's lights are beginning to glow, and the River Thames is visible in the background. A dark purple semi-transparent box is overlaid on the left side of the image, containing white text.

Lot 6

Mobile Voice and Data Services

Public sector use of voice and email solutions has changed considerably in recent years. It's no longer simply about core voice and data plans. Today, these services must be enablers of change, whether it's reducing the time needed to complete paperwork or supporting field workers while they are out and about.

Innovative solutions for better public services

The true opportunity today is to provide employees with mobile voice and data solutions tailored to your specific requirements.

We're at the forefront of innovating in all areas of the public sector. Our mHealth Professional solution is helping healthcare organisations get more from smartphone technology. Potentially vulnerable public workers are using our Lone Worker solution to stay safe. In criminal justice, our TecSOS solution is helping protect at-risk members of the public.

By embracing innovation and getting more from mobile voice and data solutions you can measure return on investment in tangible productivity hours. As a result, you could gain value from lowering not just your mobile phone bill, but from reducing your entire operating budget.

Services within lot 6

Voice services – voice tariffs specifically designed to match public sector organisational requirements.

Email services – established multi-platform capability. Secure email is available through hosted IL-compliant email servers. Remote lock/wipe.

Data services – user-specific mobile broadband packages for heavy, intermediate or occasional users. Plus dedicated IL-compliant data fixed link solutions.

Machine-to-machine (M2M) – market-leading Global Data Services Platform technology which is already used by the utilities and automotive markets.

Managed support and service – standardised and bespoke helpdesk-to-helpdesk and helpdesk-to-user support across all solutions.

We're enabling clinicians at NHS Cumbria healthcare to access clinical information and update data when visiting patients in their homes. This has improved the speed of decision making at the point of care and is receiving positive feedback from patients.

'Being able to update records from any location means nurses' administration time is now reduced by around 15%.'

Clare Rice
Operational Service Manager
South Lakes Respiratory Team
NHS Cumbria

[Read the full case study »](#)



Lot 7

Paging Services

The paging market has undergone significant change in the UK. We are now one of the only providers of wide area paging services. By maintaining high level service in this area we show our commitment to offering solutions that are right for the people who use them.

Robust paging services

While alternative options for communicating have grown in recent years, we recognise that for some customers paging continues to have a very real significance.

We are able to provide a dedicated, feature-rich messaging service for those organisations that require paging. This delivers coverage to more than 98% of the UK population including Northern Ireland.

Services within lot 7

Fixed monthly rental charge – inclusive of usage

24x7x365 UK call centre

Group broadcast messaging

Five broadcast frequencies

24x7x365 bureau services



Lot 10

Unified Services

Lot 10 offers the scope and flexibility for organisations to truly realise the benefits of better ways of working. It contains the technologies and services that, when combined intelligently, offer powerful ways to transform today's public services. We believe that only by delivering truly unified services will the PSN's objectives be met – or exceeded.

Better ways of **engaging the public**

By bringing together the right services, you can streamline your processes, enable your employees to do their best work and provide better services to the wider public.

Services within lot 10

Network provision – provision across mobile, fixed, local area, wi-fi and fixed-to-mobile converged networks; mobile and fixed VPN; and APN.

Mobile services – SMS, EMS and MMS services; mobile voice, devices and data; machine-to-machine SIM services; mobile email; lone worker services; and paging.

Voice services – local, national and international calls; fixed-to-mobile; managed voice services; voicemail services; DDI; and NGN services.

Audio, video and web conferencing services – including messaging services.

Hosted services – IL3 and IL2 BlackBerry service; IL2 Android/IOS/Windows email service; email and web gateway services; internet services; hosted email Domino/Exchange services; secure Mobile Device Management.

Device management and security – secure device management of all mobile devices and logistics; secure remote access for laptop/netbook; encryption; anti-virus and malware protection; and two-factor authentication services.

Professional services – professional installation and configuration; project management; full consultancy services covering mobile working, systems and technical advice, BES, telecommunications, infrastructure works, PBX integration, call centre, communications spend, unified communications, user adoption, audit and discovery, and business efficiency.

Security services – IL3 and IL2 mobile email; CLAS and check consultancy; and penetration testing services.

Unified communications services – hosted and managed unified communications and messaging; IP call centres; contact centres; and fixed-to-mobile convergence.

Contact centre services – call centres; ACD wallboard; multimedia contact centres; pro-active contact; MIS management information and analytics; workforce optimisation; CRM; IVR and voice recording; IP PABX equipment; and call logging.

Remote access services – secure VPN, mobile and fixed; endpoint security and encryption; and APN.

Gateway services – PSN connections; DNSP, SP, GCN and internet; PSN email/internet; and secure gateways.

‘By deploying the right Unified Communications applications we have shown how local government can improve business agility, creating a virtual workplace with fewer employees needing to work at headquarters.’

Public Sector Team Spokesman
Vodafone

[Read the full case study »](#)

Greater security for increased peace of mind

To work closely with Vodafone, to trust and rely on us, you need to be fully assured of our security principles. Keeping citizen information safe and secure is of paramount importance to us and Vodafone has a proven track record when it comes to handling sensitive information. Where required, we have delivered solutions up to IL5 and we also hold accreditations from CESG and BPSS to ensure that citizen data is protected and handled correctly.



Mark Hughes
Head of Corporate Security
Vodafone UK

Secure to the core

Security is, of course, critically important to the public sector. So much of the trust and confidence people have in their public services is dependent on how you handle the huge amount of sensitive information you have access to. That's why we make sure that everything from our infrastructure to the partners we work with meets the necessary security requirements:

- we have invested in a List X facility, secure to Impact Level 3
- we also ensure the appropriate Communications-Electronics Security Group (CESG) Infosec Standards (IS) are applied so no unauthorised employees have access to sensitive data
- we use the Baseline Personnel Security Standard (BPSS) or Security Clearance (SC) vetting processes mandated by the SPF

We currently have a pool of around 200 BPSS- and SC-cleared staff. They develop, deliver and provide ongoing management of services to government customers. Clearance to other levels, including Counter Terrorism Check, Security Check (Enhanced) and Developed Vetting are considered as and when appropriate.

Of course, we also work with a wide range of partners. So all suppliers and sub-contractors who need to access customer data have to comply with periodic audits conducted by our security teams to ensure controls are maintained.

We worked with Blackpool Teaching Hospitals NHS Foundation Trust to give clinicians secure mobile access to patient records.

'Working with Vodafone, we put in place layers of security and encryption on the device and set up a dedicated private network. The key is to ensure the security measures protect the device and data without making it difficult for clinicians to use.'

Paul Morris
Assistant Head of Informatics and Performance
Blackpool Teaching Hospitals NHS Foundation Trust.

[Read the full case study »](#)



100% focused on
making a difference
day-in, day-out

Helping you **discover** better ways of working through the PSN

We believe we have the services, technology and vision to help make the PSN framework a success.

Combine this with a real drive for change from you and organisations like yours and the result will be better ways of working throughout the public sector. Ways that will increase efficiency and productivity by freeing employees to do their best work wherever they are. Ways that will support the government's common ICT infrastructure to offer society new, more effective methods of accessing the services they need. Ways that will significantly lower the cost of all aspects of communication.

We are committed to playing our part in making the PSN a success – are you willing to seize the opportunity the PSN offers you?



Let's talk

If you've got questions about any aspect of the PSN, there are three ways we can begin to help:

1. **Speak to us.** One of our consultants will be able to answer any questions you have and advise what we could do for your organisation.
2. **Book a workshop.** Let us run a half-day workshop with your senior team and show you where your organisation should be focusing its attention.
3. **Visit our Customer Experience Centre (CEC).** Bring your senior team to our CEC in Newbury for a half-day session where we'll show you the core approaches and technologies behind transforming your organisation.

» If you're an existing Vodafone customer, call your account manager

» If you're not currently a Vodafone customer, call 0845 8942710