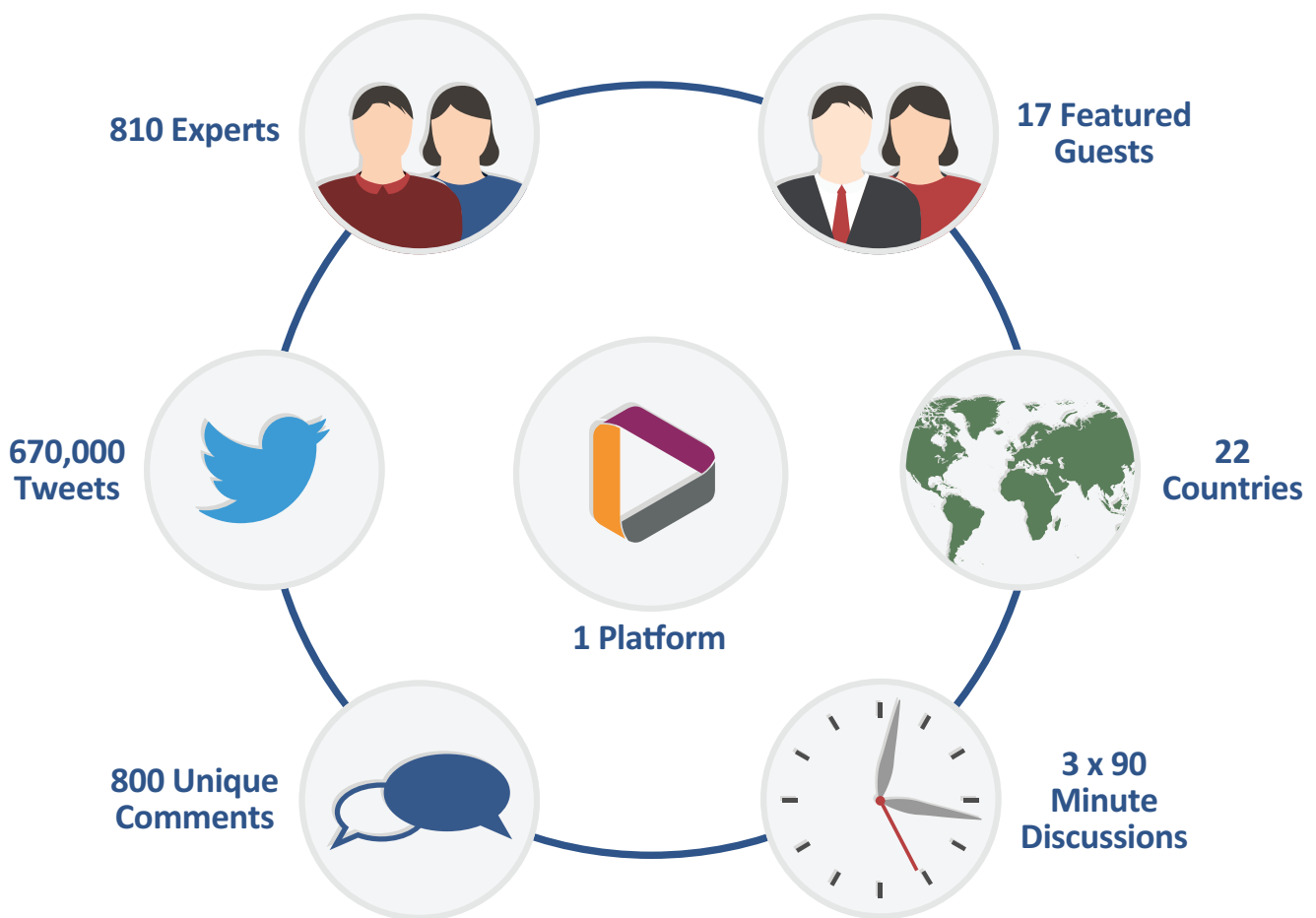




How BT used an Mvine platform to support its Better Future Forum program. A BT project to use the power of digital communications to make a better world.



### The Objective

The BT Better Future Forum enables BT to learn from the experience of experts on issues related to responsible and sustainable business, helping the global telecommunications company to achieve its vision for a more sustainable future.

### Mvine Solution

Set up in a short space of time, Mvine provided BT with a real-time engagement platform where experts around the world could engage in a real-time, moderated dynamic discussion.

• Together • Securely • Anywhere •

The Mvine system is a real-time engagement platform that enables dynamic debate such as the discussions conducted at the BT Better Future Forum, a global online conversation on the role of technology in sustainable living. Hundreds of experts from the worlds of behavioural economics, digital innovation and sustainable business joined BT for two 90-minute conversations thanks to the Mvine platform.

### Engaging leading thinkers around the world

BT believes in the power of communications for creating a better world; it wanted to explore how best to exploit the new wave of digital data to deliver 'good' for society and the environment. Recognising the importance of engaging with the world's leading thinkers, BT wanted to host a global online event that would enable hundreds of experts to share their ideas.

The BT Better Future Forum would enable dynamic and open discussions, uncovering expert insights on influencing consumer behaviour and the increasing role of digital technology in tackling big societal issues. BT needed a robust, scalable and secure online platform for enabling this dynamic debate. This interactive discussion forum must ensure participants could see the latest comments in real time.

### A perfect platform for dynamic debate

This first forum took place in July 2013; the second followed a year later. Flexible Mvine PBN provided the ideal platform. With security, multi-tiered access management and a discussion module built-in, the solution was delivered in less than four weeks.

Busy and dynamic schedules meant some experts wanted to register in advance, while others simply wanted to join on the day. The Mvine platform gave them that choice. Over 600 people registered and were on-boarded prior to the event, with a further 155 registering on the day with their Google+, Facebook, Twitter and LinkedIn credentials.

### An engaging event

The Mvine platform brought together over 800 leading experts across geographical and time boundaries. 17 featured guests drove the engaging online discussions: the first 90-minute session – entitled 'Digital natives living lightly' – explored how digital connectivity can accelerate the journey towards sustainable consumption; the second – entitled 'Data for social good' – explored how digital data can deliver good for society and the environment.

The platform provided an engaging and futuristic user experience on the day, automatically refreshing the conversation in real time to ensure all participants could always see the latest conversation. The highly-absorbed experts shared their thoughts and opinions via 900 comments, with hashtags connecting the responses to each comment. The addition of user biographies enabled all to put unfamiliar faces into context.

### Mvine Solution

Mvine PBN provided BT with a real-time engagement platform where experts around the world could engage in a dynamic discussion.

### Features

- Real-time automatic content refresh
- On-boarding and social login
- Multi-tier access management
- Rich personal profiles with biographies

### Benefits

- Ensured participants could always see the latest conversation
- Delivered in a short space of time
- Choice of pre-registering or joining on the day
- Unfamiliar faces into context

*"We worked very closely with Mvine to tailor their solution to the very specific needs of our Better Future Forum. Our trust in them paid off and we delivered as a team bringing experts from over 29 countries together into an engaging and real-time online conversation."*

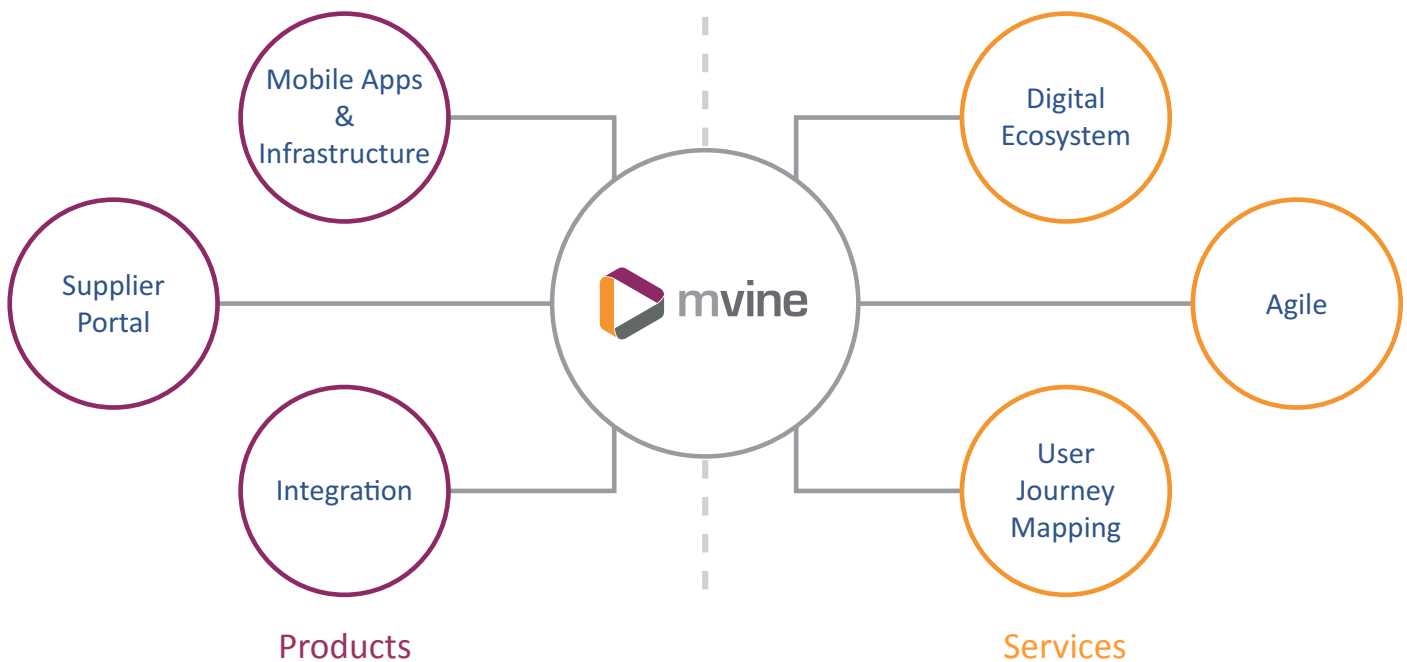
*Eric Anderson, Better Future Programme, BT*

## Keeping the conversation on-topic

Multi-tier access management gave the project moderators exclusive access to the tools they needed to keep participants engaged and on-topic. They had tailored the platform's built-in tools so they could highlight featured comments, run surveys and polls, revise any comments that were outside the forum's terms of use and contact individual participants privately.

The forum's conversation has been shared with BT's Committee for Sustainable and Responsible Business, whose responsibilities include optimising the positive impact of BT through exemplary application of communication services. The Mvine platform is helping BT achieve its vision for using communications to create a better world.

The screenshot displays the Mvine forum interface for a session titled "Session One: Digital natives living lightly". The page includes a header with the BT logo and navigation links (Home, Session One, About the Forum, Contact Us, BT Better Future). The main content area features a session description, a "How the Forum works" section, and a "Featured Guests" list with profile pictures of Diana Verde Nieto, Keri Weed, Olivier Quiller, Mark Earls, Niall Dunne, Dame Ellen MacArthur, Peter Bakker, and Moderator Chris Coulter. A "Better Future Tweets" sidebar shows tweets from @COL\_IMF and @EAHAnderson. The "The Forum" section contains two posts by Chris Coulter (GlobeScan) from July 1, 2014. The first post is a thank-you message. The second post asks "How should we engage the online consumers of tomorrow to really shift their consumption behaviour and what are the enabling roles needed from different organisations and sectors?". Below this post is a poll titled "Take Poll on Behaviour Shifts Online" with the question "Which of the following do you think is the most effective way to engage online consumers to shift their consumption behaviour?". The poll results show: "Rewarding reduced consumption in some way - 41%", "Smart connectivity and the internet of things - 36%", and "#429".



### About Mvine

Mvine Ltd is an established British SME headquartered in London. The business is privately owned, stable, auto-financing and growing in its chosen markets. Its primary line of business is authoring and selling Cyber-Secure Platforms for Collaboration Portals and for Identity Management as well as delivering cloud support services.

Information confidentiality, integrity, availability and security is at the heart of everything we do. Our business complies to numerous standards; among the better known ones is Cyber Essentials. The Mvine platform itself has won plaudits for its superior cyber-security architecture, achieving a prestigious A rating in Qualys penetration testing.

[www.mvine.com](http://www.mvine.com)

### About British Telecom

BT is one of the world's leading communications services companies, serving the needs of customers in the UK and in more than 170 countries worldwide.

[www.bt.com](http://www.bt.com)

To find out how Mvine can help transform your organisation, please call +44 (0) 208 392 4820 or email [sales@mvine.com](mailto:sales@mvine.com)