

# SPONSORED INTERVIEW GUIDELINES

The client will select the interviewee and the broad theme or topic for the interview, and provide any relevant background information/documents for research purposes. Cognitive's Editorial team will then come up with a series of relevant questions.

The interview, which would typically take around half an hour, should take the form of a conversation (not just reading out prepared statements or answers, which will significantly reduce the value of the piece for readers and the client).

The interview must be set up and conducted two weeks before the Copy Deadline of the edition in which it is to appear. If this is not possible, the interview must be postponed to appear in a later edition of the magazine.

Cognitive will ensure that, within one week of the interview, the client receives the final article in text form for approval. Any suggested amendments by the client are subject to approval by Cognitive according to our editorial standards and house style, and may need to be discussed first.

High-resolution photos for use with the article, including one of

the interviewee, should be emailed to the editor, adamh@cognitivepublishing.com along with any other suggested imagery – e.g. logos, charts, diagrams, graphs. It is the client's responsibility to ensure the appropriate permissions / copyright / licences are in place to use the images commercially. If the client has nothing suitable available, we will select appropriate 'generic' images from our own library. Images should be 300dpi at a useable size for print.

Contact details (up to one phone number, one email address and one website) should also be sent at least a week before the Copy Deadline, if the client wishes to include any.

Once the amendments to the text have been agreed, the article will be laid out by the Editorial team, and a PDF of the final lay-out sent for sign-off approval by the client, which must be returned to Cognitive before the Copy Deadline. The number of pages will be determined at the time of your booking.

The Sponsored Interview will appear in the most relevant section of the magazine, as agreed by RTM and the client. 'Sponsored Interview' will appear in the tab at the top of the page.

**Sponsored Interview**

O2 Public Sector catalogue  
Bringing all of our services together in one place

**DELIVERING DIGITAL OUTCOMES**

PSE speaks to Billy D'Arcy, managing director, Public Sector Business at O2, UK about an industry first public sector catalogue.

**Matching a dynamic framework**

As public bodies across the country face tough funding cuts over this Parliament, Billy D'Arcy's managing director of O2 Public Sector, says he recognises the fact that every penny counts and that historically that procurement processes have been costly and time consuming.

"Catalogues also in the past have been very static and can be out of date very fast," he said. "The Network Services Framework is a much more dynamic framework in how it works. Therefore, we believe that the catalogue should absolutely match this."

In its efforts to simplify the buying process for public bodies, O2 has worked in conjunction with customers and the CCS. D'Arcy added that he wanted to make sure the catalogue development "wasn't just done from an O2 perspective."

Kevin Lee, category director at the CCS, said: "O2 has created a flexible new product catalogue, which is fully aligned with the Network Services (RM1045) agreement."

D'Arcy added that as well as being an industry first for O2, the catalogue has been centred on making everything easier for the customer. This has included having a focus on the digital outcomes for clients as well as the digital infrastructure.

"When we talk to councils and central government departments it is about getting in under the skin of an issue that they might have, and understanding through the technologies we have deployed in our network how we can actually help with the outcome which that organisation may be looking for," said D'Arcy. "This is opposed to waiting for them to come and order products, piecing together something that may not work in reality."

An example of where this outcomes-focused approach has worked is with Reading Borough Council, which wanted to find a way to join up more than 190 services intended to help people get into work.

The local authority wanted to create an app that would help young people not in education, employment or training in an area connect to a wide array of services. In order to achieve this, O2 provided funding, consultancy and technology to help develop the app, as well as support in engaging with local businesses. Following its successful launch, there has been talk of rolling the app out across the region.

Alan Magnus, partnership co-ordinator Reading Borough Council, said throughout the process O2's involvement went "way beyond the technology".

D'Arcy added that O2 consciously took the decision not to focus just on providing infrastructure, "we are an organisation that concentrates on the outcomes and the services - particularly digital services".

**Delivering digital first**

Last year, O2 Enterprise commissioned a YouGov survey which highlighted that integrating digital into the heart of business strategies is still much higher amongst private sector (55%) than public sector (42%) organisations.

Additionally, public sector organisations are less likely to be using devices for work, compared to private sector businesses. For example, public sector smartphone usage is down 17% when compared with smartphone usage in the private sector.

Asked why the public sector has lagged behind in its adoption of digital, especially under the government's calls for a more "upwards digital first", D'Arcy said: "The public sector hasn't helped itself in the past in the way in which it has managed large mobile contracts, and there was a perceived lack of value in terms of the costs associated with it."

"There is also recognition that the public sector needs transformation to keep pace with how citizens engage with services in a modern age, but you can't do transformation without innovation. Therefore, helping with both of these is very important to us."

**Opportunities**

Reflecting on O2's position on the Network Services Framework, D'Arcy said the procurement framework don't "give or grant you anything" other than the opportunity to operate in the marketplace. "Ultimately, after that it is down to your execution," he said.

Asked how important the public sector is becoming for O2, D'Arcy said in the last four years the company has seen its market share of call mobile services increase from 12% to 40%. And, following this upward trajectory, he hopes the new catalogue will help to create a digital marketplace in line with the ambitions of the CCS.

"We work very closely with government and there is no getting away from the fact that six million people work within the public sector in the UK. That in itself is a very large market," he said.

"So for us to be at the forefront in terms of helping them with the outcomes that they need is critically important to us as a business. And that is what we hope to achieve with the catalogue."

**FOR MORE INFORMATION**

The new O2 public sector catalogue can be accessed at: [W: http://connect.o2.co.uk/PublicSectorCatalogue](http://connect.o2.co.uk/PublicSectorCatalogue)

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