

UNIFY²SOLUTIONS FOR:
Consumer Packaged Goods Vertical

CASE STUDY

Global Food Industry Giant Chooses PowerSuite™ For Unified Communications Managed Services

For one of the largest European-headquartered food industry corporations in the world, coordinating offices, factories and R&D centers in more than 160 countries and across thousands of household brands required enablement and maintenance of seamless global communications. With legacy messaging, conferencing and phone systems hindering efficient day-to-day business operations, the organization's IT department recognized the need to transform its communications platforms.

The project would involve a two-phase effort of first optimizing voice quality and service availability for Skype for Business (SfB) IM and conferencing, followed by a complicated transition across 1,300 sites from legacy phone systems to SfB's Enterprise Voice. With the topline priorities of containing disruption and ensuring seamless UC operations and high voice quality for users throughout the duration of the project, the company initially tapped Unify Square's **PowerSuite™ Cloud Managed Services** in October 2015 to support this major effort.

Massive Communications Change without Disruption

Legacy phone systems and piecemealed conferencing platforms were creating unacceptably high operating costs and making it difficult for the IT department to maintain an acceptable level of quality and user satisfaction. The company undertook a rigorous search for partners among top telecommunications industry leaders. The IT team wanted to find solutions that would work in partnership with its existing telecom provider British Telecom (BT). A BT global partner, Unify Square won out in the competitive RFP process for its industry-leading software and services and the expertise brought by the PowerSuite team.

Unify Square quickly got to work implementing a robust Skype for Business remote managed services system, to support the company's custom-built SfB environment for IM and internal/external conferencing. A team of Unify Square experts were stationed within several of the customers' regional headquarters, as well as in the Unify Square offshore network operations center to provide ongoing consulting, infrastructure support and voice quality management for users around the globe. Stressing a proactive approach to managing the UC system, the **PowerSuite** team worked closely with the IT team prioritizing tracking opportunities for continuous service improvements, solving key problem areas and executing remedial work on the new systems. PowerSuite's strategic approach to this project and support enabled the company to keep service availability and quality high across all 1,300 sites.

The PowerSuite team also became an integral partner for the internal IT help desk, providing escalation support for tickets relating to communications platforms. The team's extremely proactive and hands-on issue resolution approach provided a feedback loop for visibility into poor experiences, and opportunities to resolve them, analyze the causes and later provide recommendations for how to prevent repeat problems.

"Unify Square has set the bar for not just unified communications, but all managed services at our company."

– VP in the company's IT department,
reporting directly to the CIO."

Strategic UC Transformation Service Excellence

After **PowerSuite** was in place to stabilize the IM and conferencing system, Unify Square personnel found themselves facing a complete communications systems overhaul across many sites. The team, was tasked with creating a framework for transitioning 180,000 worldwide users to SfB, while keeping the infrastructure stable, ensuring it didn't collapse under the weight of such a high volume of added users. Maintaining consistent voice quality was a key challenge, but highly important to the IT department. Based on initial pilots, the company aimed to keep the number of poorly rated calls below 1-2 percent throughout the entire transition and beyond.

Unify Square's **Site Transformation Accelerator (STA)** service initiated a process to slowly, but systematically (at a rate of about 5-10 sites/month) move all users, on a site-by-site basis, off the customers' legacy phone systems to SfB's Enterprise Voice. The resources, knowledge and expertise needed to implement and maintain a full-time Microsoft Unified Communications platform team can be overwhelming for any organization. The process was particularly complicated for this company, as its IT strategies and policies were driven by central decisions from headquarters, but only implemented once each regional/country team had the time and budget to execute. Moreover, the scope of the company's communications needs, the sheer volume of users and their numerous locations around the world left IT with a heavy lift to execute the major transition.

STA provided site-by-site execution of the hardware and logistical implementation of moving users from legacy phone systems to SfB Enterprise Voice. Users were transitioned seamlessly, never being left without a working phone system.

UC Services ROI

To date, the Skype for Business operations support coupled with the extensive and still on-going Enterprise Voice transformation have been executed with minimal disruption while meeting the established goals for UC system quality, stability and high-end user satisfaction. Throughout the project, Unify Square's service consistently met or exceeded benchmarks set by the IT department's 19 service level indicators that measure IT's effectiveness at resolving issues. In its ongoing work with the client, the **PowerSuite** and Unify Square **STA** teams are looking to set the bar even higher to increase adoption and user satisfaction.

With the assistance of **PowerSuite's Cloud Managed Services**, the company has achieved:

- Increased overall usage and service availability rating (even as the features and services in the system have rapidly grown).
- Stable 125 user satisfaction rating.
- Fulfillment of voice quality metrics, maintaining at approximately 1.35 percent.
- Increased conference minutes per month on SfB on-premise platform, rising from zero to approximately 22M in the first two years of the project.

About Unify Square

Unify Square's software and cloud managed services power the world's largest Microsoft Skype for Business and Teams deployments. Built on innovative technology, our solutions create actionable insights and help enterprises transform their UC&C infrastructure, delivering enterprise-grade service availability, data-driven end-user satisfaction, and double-digit ROI increases. Founded by SfB product visionaries, Unify Square is one of Microsoft's global elite partners and a founding Cloud Voice and UC IT Pro Tools partner. Unify Square solutions have delivered value to more than 5 million Skype for Business seats, in over 275 enterprises across more than 50 countries, and in most major industry verticals.

Headquartered in Bellevue, Washington, Unify Square also has offices in the United Kingdom, Germany, Switzerland, India, Australia and Lithuania. We invite you to learn more.

Contact sales@unifysquare.com or visit unifysquare.com.

