



BEAUTY COMPANY CASE STUDY

EXECUTIVE SUMMARY

When a major beauty company's multi-national, multi-vendor environment more than doubled in size, Connect were on hand to stabilise and transform their telephony, meeting strict deadlines on every continent around the world along the way.

CUSTOMER BACKGROUND

Connect partnered with one of the world's leading beauty companies with billions in revenue and an iconic portfolio of leading brands.

The leadership team's focus is on the innovation, creativity and growth required to strengthen its global leadership position in the beauty industry while maintaining its distinctive dynamic culture.

A GLOBAL BEAUTY COMPANY NEEDED A PARTNER TO TAKE RESPONSIBILITY FOR MANAGING VOICE TELEPHONY GLOBALLY, WITH THE AIM OF A SINGLE PLATFORM AND CONSISTENT USER EXPERIENCE ACROSS EVERY LOCATION, WORLDWIDE.

THE ORIGINAL CHALLENGE

When Connect were first introduced to them, the customer's estate comprised 8,000 users over 40 global sites. In terms of telephony, these locations were all acting independently, each with its own voice technology, licenses and contracts.

While the data network was managed internally, the company's Client Services Director needed a partner to take responsibility for managing voice telephony globally, with the aim of a single platform and consistent user experience across every location, worldwide.

With multiple vendors, varying contracts and unused licences, Connect visited their headquarters for 2 weeks to conduct a full audit of the global estate. By providing a single global inventory, Connect established a comprehensive picture of the environment, and could demonstrate and evaluate the company's worldwide resources for the first time, an essential first step towards a global telephony strategy.

WHY CONNECT?

Having considered 2 or 3 other companies' solutions previously, the customer chose to partner with Connect as they felt they were the best cultural fit. Despite being a large multi-national, their lean structure enables them to operate like a smaller organisation, including faster decision making. They wanted to avoid a large outsourcer with slower processes, and instead chose Connect - a smaller, more agile business with a specialist global capability, capable of being both reactive and proactive.

THE SOLUTION

Connect were tasked with taking on maintenance and management of the whole voice estate, and immediately implemented their Stabilise, Enhance and Transform program.

Having audited to gain a full understanding of how the business worked, Connect's strategy was a centralisation initiative, consolidating into two intelligence centres. Core sites were created in the US and Europe, and all others are satellite sites into those cores.

CHALLENGES

- Migrate 8,000 users across 40 sites onto a single platform.
- Ensure a consistent user experience world wide.
- Integrate a large acquisition of 12,000 users and 70 sites onto the platform.

RESULTS

- Successful migration of 20,000 users over 110 global locations.
- Underutilised licenses identified and functionality increased.
- 4,500 old release licences upgraded to latest version of software as part of support model.
- ROI target to achieve US\$600,000 savings in call costs per annum.
- Integration of 20,000 Office 365 licenses onto centralised platform for voice mail services.

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SOON AFTER, THE COMPANY MORE THAN DOUBLED ITS GLOBAL ESTATE BY COMPLETING A LARGE MERGER.....FROM THE ORIGINAL BRIEF OF 8,000 USERS IN 40 LOCATIONS, THE FIGURES ROSE TO 20,000 USERS IN 110 LOCATIONS.

The global audit revealed that almost 40% of the company's legacy infrastructure was Avaya. This penetration along with Connect's Diamond level Avaya accreditation, ensured successful virtualisation and migration of voice to the core network. Connect began linking remote sites already using Avaya, and transforming non-Avaya sites as budgets became available, region by region.

Connect wrapped a layer over existing support contracts with multiple providers, centrally managing issues by directing all calls to Connect's NOC, thereby stabilising the environment. As contracts came to an end, renewals were reviewed, standardised and negotiated to a discounted global rate, by switching them to a trusted partner.

The company also felt over-licensed and were only using a limited amount of functionality. Connect began a program to migrate all licensing over to the two cores and upgraded 4,500 licenses from the old 6.x release to the latest release 7 free of charge as part of the service. A set of core functionality was agreed with the customer and all future system rollouts are provided with this configuration.

THE (MUCH) BIGGER CHALLENGE

Soon after Connect began partnering with them, the company more than doubled its global estate by completing a merger with another large consumer brands company. From the original brief of 8,000 users in 40 locations, the figures rose to 20,000 users in 110 locations.

While Connect had time to plan before the acquisition, the new challenge involved stabilising and transforming 70 additional multi-vendor sites (with some local consolidations), within a strict 12 month period.

The planned timetable was rigid - sites were to be migrated over onto the customer from the incumbent partner on strict dates, with an agreed number of sites migrating over every weekend. Migration, system cleansing, reconfiguration and connection must be completed in two days, with no room for error.

THE CONTINUED JOURNEY

Connect's partnership with the customer continues, with ongoing migration to a single support model, and only 3,000 users left to cutover. As that part of the project nears completion, the new focus is integrating mobile and fixed voice systems with MS Office 365, while utilising cost free voice traffic over the customer's WAN to increase ROI.