



Heinz

Implementing pan-European IP Telephony through Cisco AVVID architecture to deliver consistent feature-rich telecommunications and reduced costs.

Executive Summary

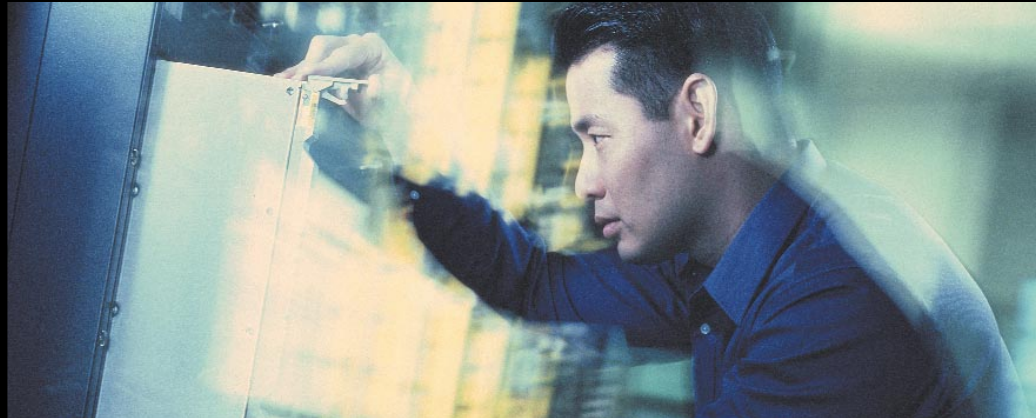
Background- Heinz is a world-leading supplier of branded foods, with a global turnover of more than US\$9.4 billion. The company's brand names appear on some 5,700 different products bought by consumers across six continents.

Challenge- Heinz was looking to consolidate its diverse European telephony systems to deliver a consistent approach and to reduce its international telecommunication costs.

Solution- Heinz selected Cisco's unique AVVID (Architecture for Voice, Video and Integrated Data) platform and Cisco's end-to-end IP Telephony products for this major pan-European project.

Results- Heinz is increasing telecommunications efficiency and cutting call costs, with major cost reduction and efficiency maximisation predicted as the solution is rolled out across Europe.

Services



Cisco IP solution for Heinz represents one of Europe's largest IP Telephony installations

H J Heinz Company is a world leader in the global branded foods industry, with a turnover of more than US\$9 billion and some 45,800 employees. Its 50 companies operate in some 200 countries and market more than 20 power brands, including the world-famous Heinz brand.

With over 150 number one and number two brands worldwide, the company's brand names appear on some 5,700 different products, bought by consumers across six continents: in supermarkets, restaurants and on the go.

Heinz Europe employs some 16,000 staff, and is headquartered in the UK, at Hayes Park in West London.

Quality as a top priority

Ever since H J Heinz founded the company in 1869, his belief that 'To do a common thing uncommonly well brings success' has underpinned the continued growth of the company. Today, maintaining high quality across its operations continues to be regarded as the way forward for Heinz.

In the late 1990s, in support of its quality strategy, Heinz recognised the need to consolidate its diverse multi-platform telecommunications systems across Europe.

'We were looking to replace our legacy PBX systems with an advanced scalable telephony solution which would deliver a more consistently feature-rich telephony environment, while at the same time reducing costs,' explains Isobel Thomson, IT Service Delivery Manager at Heinz Europe.



Integrated pan-European telecommunications

Following detailed research into all the available telecommunications options, including PBX, Heinz decided to capitalise on the long-term opportunities offered by IP (Internet Protocol) Telephony. The company selected Cisco's advanced IP Telephony solution, based on Cisco's AVVID architecture, running on a high performance managed Cable & Wireless environment, as the platform for its Europe-wide telephony infrastructure.

Cisco's AVVID architecture allows voice and data to be carried over a single network, thereby simplifying network management and unifying the voice and data environments.

'Currently, Cisco is the only supplier able to offer an end-to-end enterprise-wide solution for IP telephony, embracing all the necessary components,' comments Isobel Thomson. 'The solution is fully scalable, allowing for controlled roll-out, expansion and extension, and will ensure telecommunications standardisation across all Heinz Europe locations.'

Significant additional benefits

Cisco's IP Telephony solution provides a proven high quality alternative to the PBX telephony environment. In addition, it delivers real business benefits over and above PBX.

For example, Cisco IP Telephony delivers major cost savings for international call traffic, with calls bypassing the public phone network. The Cisco IP Telephony solution also streamlines network management, maintenance and support, by delivering a single-vendor, single-cable solution for both voice and data. In addition, it allows feature-rich converged applications such as corporate directory integration and unified messaging, to support the highest levels of customer service and staff productivity. It further allows centralisation of applications: this has shortened deployment times and allows Heinz to adopt a 'PBX-less' small office environment.

With Cable & Wireless as the prime contractor and systems integrator, and with Cisco closely involved at all times, implementation of this major multi-national solution started at the end of 2000.

The first phase of the new Cisco IP Telephony solution saw the system being implemented in 3 UK sites, including the European headquarters in West London, and also in seven sites in the Netherlands.

By the end of 2001, the system had been successfully installed for some 1,500 users in the UK - to achieve one of the UK's largest live IP Telephony solutions to date - and for some 1,000 users in the Netherlands.

Pan-European roll out

The second phase of the project involves rolling out the Cisco IP Telephony solution to additional UK and Dutch sites, as well as to other sites in Europe, including Italy, France, Spain and Portugal.

Eventually, the solution will be installed in some 42 locations, to provide services to more than 5,000 users, and creating one of Europe's biggest IP Telephony solutions so far.

Advanced telecommunications infrastructure

The Cisco IP Telephony solution creates an advanced telecommunications infrastructure for Heinz Europe. When complete, it will provide Heinz with an integrated centralised voice-service network that supports highly efficient telecommunications across its European operations.

Each user can be provided with their own voice-mailbox. Heinz's new Cisco IP phones allow users to access the corporate directory and other information on-screen; and they can be configured, via a browser interface, to allow calls to be routed to the right extension. The system also supports analogue phones where these are required, for example at production sites.

For the longer term, the new IP infrastructure offers the opportunity to fully integrate all voice, video and data traffic, allowing an ever-increasing range of advanced applications, including Customer Relationship Management and Supply Chain Management.

Heinz is satisfied that its new Cisco IP Telephony solution delivers major advantages. 'Our new Cisco IP Telephony solution means faster, more efficient and more cost-effective communications for Heinz Europe, and it also supports our future growth and development, helping us to continue to maintain the highest quality for our brands and our service,' concludes Isobel Thomson.



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