TASTE FOR IP TELEPHONY

CADBURY SCHWEPPES BUILDS ITS FIRST IP TELEPHONY SOLUTION AT ITS ASIA PACIFIC HEADQUARTERS IN SINGAPORE.

Cadbury Schweppes, with a history stretching back over 200 years, is one of the biggest international confectionery and beverage companies in the world. Today, the company employs more than 55,000 people and its brands are enjoyed in almost every country around the world.

With an 11,500-strong workforce across the Asia Pacific Region, Cadbury Schweppes has confectionery operations in Australia, New Zealand, India, Pakistan, Japan, China (including Hong Kong) Malaysia, Philippines, Singapore, Indonesia, Thailand, and a food and beverage business in Australia. Its products are available in more than 20 countries in the Asia Pacific Region.

In 2004, Cadbury Schweppes decided to move its Asia Pacific headquarters from Melbourne, Australia to Singapore. With over 40 staff, the new headquarters will also feature the Company's first IP telephony solution in its network.

THE CHALLENGE

CADBURY SCHWEPPES LOOKS FOR NEW TELEPHONY SOLUTION TO IMPROVE CUSTOMER SERVICE AND MARKET PERFORMANCE, AND ENHANCE COMMUNICATIONS AMONG ITS STAFF FOR GREATER PRODUCTIVITY.

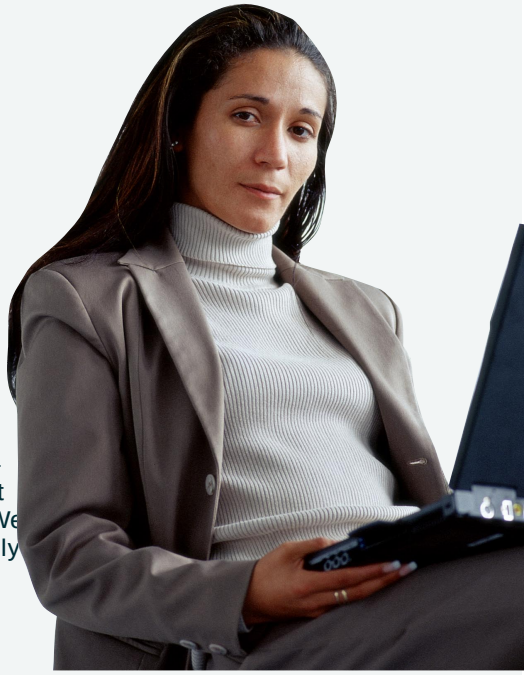
Cadbury Schweppes has two key strategies for superior business performance. Its Fuel for Growth initiative will enable it to reduce costs, improve margins and fund its top-line growth. At the same time, its Smart Variety initiative will focus on achieving that top line growth organically by taking advantage of the combination of its unique geographic reach, product range and route-to-market.

Haydon Sampson, Infrastructure Services Manager, Regional Information Technology, Asia Pacific explained, "Our number one driver is how to improve customer service and market performance. We wanted to maintain a close alignment between business priorities and cost-effective but appropriate solutions. We also wanted to give our employees access to applications and data from different locations. Cost savings – while important – was not the only driver.

"Historically, each business unit and regional organization was responsible for its own telephony systems. As a result, our telephony infrastructure is a mixture of PABX and console-based systems. Today, we are taking control of the telephony asset from a global and regional IT point of view. It is now our job to map out requirements by business units and regions, and integrate them into one networking infrastructure."

The decision to move Cadbury Schweppes' regional headquarters from Melbourne to Singapore was made at a time when Haydon Sampson and his team were developing a voice strategy for the region. "In fact, we are still working on how we can best migrate from legacy PABX solutions to a converged network," said Mr Sampson. We have a number of call centres – both internal and external – and we wanted to pick a solution that is right for all parts of the business. We need one that can scale and eventually blend into rest of our business."

When the team started planning for the new office, the guideline from management was to invest in advanced solutions to make the office a technology showcase for the region. As such, a decision was taken to introduce IP telephony. As this is new territory for Cadbury Schweppes, there will be a period of transition for both the IT team and the users.



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THE SOLUTION

THE COMPANY SELECTS CISCO IP TELEPHONY SOLUTION AND CEMENTS ITS COMMITMENT TO INVESTING IN ADVANCED TECHNOLOGIES AS ENABLERS OF GROWTH.

From an IT infrastructure perspective, Cadbury Schweppes' goal was to consolidate its internal and vendor teams and solutions to deliver more consistent support and service to its users. As it was divided between data and voice solutions, the Company needed to understand how convergence could help improve its operations.

Mr Sampson said, "We have a strong and positive relationship with Cisco, especially in Australia because of the size and complexity of our business there. Our reasons for selecting the Cisco IP Telephony Solution were simple – Cisco holds the dominant market share, provides good support across the region and has obvious ongoing investment in this area. Since our core infrastructure is also based on Cisco switches and routers, implementing a Cisco IP Telephony would give us better synergy with our existing switching technology.

"We also liked the fact that Cisco was very open about what their solution can and cannot deliver. They presented an internal case study on how they as a company had implemented IP telephony and the pros and cons of the solution. We met with the US team who worked on it and were generally very comfortable with the Cisco solution after the discussion."

While it has started by implementing IP telephony for its regional headquarters in Singapore only, Mr Sampson's team wanted to make sure it was a solution that can scale regionally and globally if required. "The other products we looked at didn't have that reach, whereas Cisco has a strong presence and support organization in this region today."

As the IT team had senior management buy-in, it was able to adopt an aggressive approach in its adoption process. "Since we were committed to investing in advanced technology solutions and IP telephony had reached a level of maturity and acceptance in the market, we decided to go ahead without an internal pilot and proof-of-concept. Another reason was that we simply didn't have the benefit of time as our regional office had to be up and running by end September 2004," said Mr Sampson.

"The implementation of IP telephony in our regional office in Singapore is our first in our worldwide network. We have deployed 60 Cisco IP Phones and Cisco CallManager. The reception staff will be given a high-end IP phone to do their job, as will our Directors. Our other office staff will use more mainstream units."

The Cisco solution also includes Cisco 3700 Series Routers, Cisco 3750, 3560 & 2950 Catalyst Series Switches, Cisco Aironet Access Points, Cisco Network Registrar (CNR), Cisco Quality of Service (QoS), Cisco 7960 IP Phones, and Cisco 7912 IP Phones.

Datacraft, a Cisco Certified Premier Partner, implemented the solution and conducted the training for new employees. Implementation began in late July 2004 and was completed by mid-September. No major issues surfaced during implementation, and Mr Sampson's main concern is how to transition his internal team to manage and support the new technology. "The Cisco and Datacraft solution met all our immediate functionality requirements and the implementation has gone smoothly."

"OUR REASONS FOR SELECTING THE CISCO IP TELEPHONY SOLUTION WERE SIMPLE – CISCO HOLDS THE DOMINANT MARKET SHARE, PROVIDES GOOD SUPPORT ACROSS THE REGION AND HAS OBVIOUS ONGOING INVESTMENT IN THIS AREA."

THE RESULTS

CADBURY SCHWEPPES ENJOYS ONE-NUMBER CONVENIENCE AND ADVANCED FEATURES ON CISCO IP PHONES, AND LOOKS FORWARD TO SCALING THE SOLUTION ACROSS ITS REGIONAL OPERATIONS.

Cadbury Schweppes had been aware of IP telephony for some time but wanted to make sure the technology was mature and support was available before introducing it to its operations. "We are a company that strongly believes in innovation and deals with tier one players to support our goals. However for us, the technology has to be mature enough before we adopt it to ensure it is reliable and to make sure the support is there. Today, many of the big players in the major industries are moving to IP telephony," said Mr Sampson.

"OUR DECISION TO GO WITH CISCO WAS PARTLY BASED ON ITS COMMITMENT TO PRODUCT INNOVATION, WHICH IS A PHILOSOPHY THAT CADBURY SCHWEPPES SHARES."

There have been three main benefits from the IP telephony implementation. "One advantage of the Cisco IP Telephony Solution is that the phone extension can move with you, which is useful since we have many travelling users. With further expansion, they can easily go to other offices and calls can be transferred over our internal data network to a common extension. It gives staff the ability to be contacted on the same number wherever they are within an IP-enabled office. This enables them to work more productively from wherever they may be, and improves the level of communications across the Company," said Mr Sampson.

"The second advantage is the easy scalability and expansion of the Cisco IP Telephony Solution. We are starting with Singapore today, but in our drive to consolidate our infrastructure into one centralized network, we will continue to review the opportunities to introduce IP telephony to our other offices across the region.

"A third advantage which we are looking forward to is the cost savings from Voice-over-IP (VoIP) calls across a wide area network (WAN) between various sites in Asia Pacific."

Mr Sampson said although it is a new solution, feedback has been positive and some of the most popular features include the telephone directories, missed call details, the ability to introduce more IP applications in the future and most importantly, it is easy to use and customizable to meet individual user requirements.

Moving forward, Mr Sampson and his team are undertaking a review of the Company's voice requirements – starting with Australia and New Zealand – to develop a strategy to take it into the next five to 10 years. "Our Singapore implementation is the first step on a long journey. We are looking at all opportunities to leverage voice and data convergence solutions for normal office use as well as deliver call centre type functionality."

THE PARTNERSHIP

CADBURY SCHWEPPES BUSINESS DEPENDS ON 100-PERCENT CISCO NETWORK AND LONG HISTORY OF PARTNERSHIP FOR THE BEST RESULTS.

Cadbury Schweppes has worked with Cisco for a number of years. Globally, the Company migrated all business units from multi-vendor platforms to a network based entirely on Cisco switches and routers.

"The Cisco network forms the backbone of all our businesses across the globe. Our decision to go with Cisco was partly based on its commitment to product innovation, which is a philosophy that Cadbury Schweppes shares," said Mr Sampson. "We have strong relationship with Cisco in Australia, the UK and the US. So when we were looking for a partner for our first-ever IP telephony solution, Cisco was the obvious choice."

To seal the deal, Cadbury Schweppes selected Datacraft, a Cisco Certified Gold Partner with IP telephony implementation experience within Singapore to ensure the project proceeded smoothly. To maximize the Company's investment, Datacraft also organized feedback sessions from the users on their likes and dislikes, requirements and what applications can be developed to make full use of phones.

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