



# Premium Drinks Company Invests in the Future

IP telephony offers a good return on investment by helping Bacardi-Martini improve productivity in Hungary

## Case Study

Customer Name: **Bacardi-Martini Hungary**  
Industry: **CPG**  
Location: **Budapest, Hungary**  
Company Size: **50 employees**

### Business Impact

Benefits delivered by the Cisco solution include:

- **Better control of networking and telephony costs**
- **More effective communication, leading to improved productivity**
- **Peace of mind due to security and reliability of business-critical systems**

### Business Challenge

Bacardi was founded in 1862 in Santiago de Cuba and has been operating in Hungary under the Bacardi-Martini name since 1991. Its products belong to the premium or super-premium category and include Grey Goose vodka, Bombay Sapphire gin, and Dewar's whisky. The firm also runs hotels, restaurants, and catering operations.

When the Hungarian subsidiary moved to a new office, it needed a new communications system. Of the firm's 50 employees, 30 are office-based, while 20 import/export executives are always out in the field. Networking and telephony functions need to be available at all times, because downtime has an immediate, negative impact on the company's operations and profitability.

Bacardi subsidiaries connect to the outside world via the parent company; for example, they do not use local providers for their Internet service, but instead go through the central, corporate network. The SAP enterprise management system is also accessed via this connection. The Budapest office needed a reliable, secure solution for connections within the company's intranet and externally. The firm was also looking for the best cost/value ratio.



### Solution and Results

Having used a Cisco® network previously, Bacardi had been satisfied with its security and reliability, and the quality of the support services. Because security, reliability, and support remained top priorities, the firm selected a Cisco solution for its new office.

Bacardi also decided to replace its legacy telephone system with IP telephony, because it offers much more functionality than traditional telephones. The IP phones use the same network as the computers, so there is no need to invest in installing a separate calling system for voice. A single network is also easier and more cost effective to manage.

The new communications platform is already helping to improve productivity. For example, employees are benefiting from the convenience of features such as a telephone directory, call listings, and voicemail on their IP phones. They can also connect to the network via notebooks and other wireless devices, which supports more flexible working.

Bacardi believes that having a safe and reliable network that enables effective communication represents a good long-term investment for the company.

**“The previous network was also based on Cisco and, because we were very satisfied with the service provided by that system, we have remained Cisco customers.”**

**Németh Szabolcs**

IT/IS Manager, Bacardi-Martini Hungary

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