



JTI chose Orange to unify its global collaboration tools, to enhance unified communications experience for 23,000 end users and reduce costs

“ To ensure the success of this major initiative, we selected Orange because of their expertise and knowledge about the existing environment to create a long-term strategy and associated roadmap. Their global capabilities support our geographical footprint, and they have the ability to deliver end-to-end services, from transformation to operation, including management of all underlying service blocks. ”



Guilain Rogg
Global Technical Center VP
JTI

Highlights

- There was an urgent need to streamline communications by moving to a unified strategy and solution, reduce costs and enhance service to end users
- Orange established a managed Unified Communications service in 40 countries on Microsoft Lync 2013 that includes IM, presence, web, video and audio conferencing across a mix of desktops and mobile devices
- Mobile workers now enjoy the same high-quality UC experience on any device at any location, and the unified workspace enables easy collaboration between employees, partners and customers – all with lower costs and improved security


9
Global flagship
brands


26,000
Employees


364
Offices worldwide



Issues and challenges

JTI is a leading international tobacco manufacturer with about 26,000 employees operating in over 120 countries worldwide. The company has nine global flagship brands - Winston, Mevius, Camel, Benson & Hedges, Silk Cut, Sobranie, Glamour, LD and Natural American Spirit.

In such a large, highly-distributed organization, international collaboration is a major challenge. JTI had identified that communication was suffering due to legacy technology silos and a historic fragmented approach to collaboration tools. There was an urgent need to streamline operations by moving to a unified strategy and solution and, in the process, reduce costs and enhance the service to end users.

The objective

Improve JTI's global communication capabilities to increase collaboration among employees, partners and customers and lower operating costs.

Orange Business Services solution

- Orange managed Unified Communications service in 40 countries on Microsoft Lync 2013 hosted in Orange data centers and migration to Skype for Business
- 20,000 users: IM, presence, Web Conference
- 12,000 users: Lync Enterprise Voice, desktop video services and videoconferencing
- 3,000 users: Lync-enabled mobile devices, tablets and smartphones
- Dedicated Lync audio conferencing service, including Call Collect network in 51 countries
- Orange Managed Contact Center solution based on Genesys technology

Benefits

The Orange Unified Communications solution has enabled JTI to increase global collaboration.

- Mobile workers enjoy the same high-quality UC experience on any device at any location
- Unified workspace enables easy collaboration between employees, partners and customers
- Unified communications supports better and faster decision making

Results

- Reduced costs
- Simplified management via single global provider
- Increased security