



Press release

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## **Snack Giant Mondelez International Moves Global Operations onto All-Digital Workspace with Orange Business Services**

- **Legacy infrastructure transformed to digital platform, enabling communication and collaboration on a global scale**
- **Analytics and A.I. leveraged to improve customer experience and personalize service for employee workplace needs**

Orange Business Services today announced that it is transforming snack-food giant Mondelez International with an all-digital communications platform based on Microsoft Teams. *Cadbury*, *Chips Ahoy!*, *Oreo*, and *Ritz* are just some of the Mondelez International brands whose operations will now be unified on a single, global platform.

Orange Business Services will manage the Microsoft Teams platform, which will improve communication and collaboration among Mondelez International's offices, factories, warehouses, and contact center agents on a massive scale, encompassing 80,000 employees across operations in approximately 80 countries. It will eliminate all legacy PBX systems, and Orange will take over and manage Mondelez International's global communications platform end-to-end, including unique voice capabilities in markets such as China, India, the Middle East and Russia. Embedded cloud flexibility will enable Mondelez International to scale their platform to grow and expand into new markets.

Some of the benefits expected once the implementation is completed by the end of 2022 include cost optimization, a simpler IT vendor ecosystem with multi-cloud orchestration to manage the voice transformation, and a platform for new digital innovations.

"The entire physical footprint and home-based employees of Mondelez International's worldwide operations will be fully connected via a new virtual workspace," said Jyotin Shah, Sr. Director, Global Digital Workplace Services at Mondelez International. "We will be able to easily share digital resources, communicate with one another, inspire creativity and collaborate across all our brands, from *Oreo* to *Chips Ahoy!*. Even as the industry faces global supply chain challenges, Mondelez International is staying one step ahead."

### **Co-innovation That Touches Everything**

Orange Business Services is delivering more than just a Microsoft Teams solution. Orange is also integrating ecosystem partners to provide reliable voice and video solutions for additional functionality. Mondelez International's contact center platform will leverage the Orange global network and employ advanced analytics, automation and A.I. capabilities. This will enhance various business functions, such as HR, payroll, and customer care, improving the customer journey experience and providing greater insights.

The same mix of technology provides Mondelēz International with a global 360-degree oversight of their entire operations. With advanced analytics and monitoring capabilities, Orange can identify possible points of disruption and deploy proactive maintenance prior to issues arising. In addition, a self-care portal provides visibility and a high-quality seamless communications experience.

“From top to bottom, Mondelēz International is undergoing a massive digital transformation of their people, processes and systems to create a modern, global business,” said Rob Willcock, senior vice president, Americas for Orange Business Services. “Only Orange Business Services has the worldwide scale, in-house expertise with Microsoft Teams, and end-to-end services to make it happen for them. At the same time, Mondelēz International is playing a central role with us, co-innovating many of the new services that will be introduced. We are helping the transformation of a new Mondelēz International that’s ready to reshape the snack industry.”

#### **About Mondelēz International**

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as Oreo, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz International is a proud member of the Standard and Poor’s 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

#### **About Orange Business Services**

Orange Business Services is a network-native digital services company and the global enterprise division of the Orange Group. It connects, protects and innovates for enterprises around the world to support sustainable business growth. Leveraging its connectivity and system integration expertise throughout the digital value chain, Orange Business Services is well placed to support global businesses in areas such as software-defined networks, multi-cloud services, Data and AI, smart mobility services, and cybersecurity. It securely accompanies enterprises across every stage of the data lifecycle end-to-end, from collection, transport, storage and processing to analysis and sharing.

With companies thriving on innovation, Orange Business Services places its customers at the heart of an open collaborative ecosystem. This includes its 28,500 employees, the assets and expertise of the Orange Group, its technology and business partners, and a pool of finely selected start-ups. More than 3,000 multinational enterprises, as well as two million professionals, companies and local communities in France, put their trust in Orange Business Services.

For more information, visit [www.orange-business.com](http://www.orange-business.com) or follow us on [LinkedIn](#), [Twitter](#) and our [blogs](#).

Orange is one of the world’s leading telecommunications operators with revenues of 42.5 billion euros in 2021 and 270 million customers worldwide. Orange is listed on the Euronext Paris (ORA) and on the New York Stock Exchange (ORAN). In December 2019, Orange presented its new “Engage 2025” strategic plan, guided by social and environmental accountability. While accelerating in growth areas, such as B-to-B services and placing data and AI at the heart of innovation, the entire Orange Group will be an attractive and responsible employer.

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