Winning over Consumers’ Hearts – and Stomachs
Staying competitive in the snack food industry takes more than bite-sized profits. Continued success requires a commitment to technology, which can be difficult to sustain without the right strategy or expertise. Our Unified Communications consultants provide businesses with the guidance they need to move communications forward – so they can focus on keeping consumers hungry for what’s next.

Advancing Productivity with a Single Collaboration Solution
Unified Communications (UC) helps bridge the gap between having to maintain separate, incompatible phone, messaging and email systems. UC centralizes applications in a cloud-based environment and helps give employees the freedom to work from virtually any location or supported device. We developed a customized UC solution to help one of the world’s largest snack companies optimize efficiency and deliver more of the signature tastes, textures and treats its consumers love.

Forging a Strong UC Foundation
The company’s main focus was to control costs by transitioning from a fragmented voice and video conferencing environment to a more centralized communications platform. Our consulting experts helped drive this process forward by planning, designing and deploying a hybrid, cloud-based UC solution, which combined our core network services with industry-leading applications. Key components included:

- **AT&T network services**
  Hosting in global internet data centers with SIP trunking and AT&T IP Flexible Reach, enabling reliable, highly secure phone calls over IP infrastructure

- **Microsoft productivity applications**
  A fully managed Microsoft Lync solution with integrated messaging, video conferencing and IP voice which integrated with cloud-based email, contact and calendar management via Microsoft Office 365*

- **Integration of room-based and desktop video conferencing**
  A fully managed video conferencing solution integrated with Microsoft Lync and hosted in global AT&T internet data centers

Consolidating applications in the cloud gave the snack company the simplicity and power it needed to efficiently communicate on a global scale. In addition to streamlining operations, the UC solution allowed the organization to focus less on network maintenance – and more on what it does best.

Enriching Communication with Powerful, Cloud-based Tools
By using Microsoft Lync, a simple, single-platform experience for voice, instant messaging and video conferencing, we provided 53,000 employees efficient access to the technology they needed to keep communication and collaboration up to speed.

Increasing Efficiency while Controlling Costs
Another priority was to create a UC platform that was powerful as well as economical. The first step towards a more efficient cost structure was migrating from a pay-per-use video conferencing application to

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**Solution Snapshot**

**Industry Focus**
Food and beverage

**Solution Scope**
53,000 users distributed across 165 countries

**Main Challenge**
Reduce costs and increase productivity by evolving legacy voice and conferencing infrastructure

**AT&T UC Solution Overview**
A robust, hybrid unified communications solution that combines a hosted Microsoft Lync environment and SIP trunking capabilities to enable efficient collaboration for users across the globe

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To learn more about AT&T UC Consulting, visit www.att.com/uc-consulting or have us contact you.
a fully hosted and managed Lync solution. We also helped replace legacy PBX (private branch exchange) phone systems with UC and SIP trunking capabilities. These changes helped the company benefit from lower, more predictable costs by:

• Creating a centralized, cloud-based communication platform
• Providing efficient access to resources across locations and devices
• Sending long-distance calls over the company’s IP network
• Keeping bandwidth costs in line with consumption
• Simplifying hardware and infrastructure management
• Helping improve site resiliency with highly reliable, IP-based voice

Savoring Simplicity
The snack maker wanted to deploy a robust unified communications solution that was also easy to maintain. Our UC consultants took on this challenge with a holistic approach that combined the AT&T network expertise with our cutting-edge application and data center services. The customer was able to enjoy a consolidated billing process as well as the simplicity of evolving its cloud infrastructure under the guidance of a single vendor.

Harnessing the Versatility of UC Consulting
Transforming delicious ideas into sweet, salty and savory treats is just one example of Unified Communications at work. AT&T offers a comprehensive, vendor-agnostic approach that provides the flexibility to foster collaboration in nearly any industry. Our UC consultants are equipped to take on everything from complete communications architectures to hosted and managed offerings – and are well-versed in the planning, integration and maintenance required to make them a reality.

We are dedicated to helping you reach your UC goals by utilizing the infrastructure you have, while also taking advantage of emerging applications and technologies. To learn more, contact an AT&T representative or go to www.att.com/uc-consulting.

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