

# CASE STUDY

The Kraft Group, a Fortune 100 private company needed to modernize its connectivity, voice and security solutions across the entire enterprise consisting of 54 businesses



When we have a stadium full of guests and run into an issue, we need an immediate response, and TPx always comes through. TPx is a great technology partner and trusted adviser that we can count on to help us deliver world-class experiences to customers and guests.”

*Michael Israel  
Chief Information Officer  
The Kraft Group*

The Kraft Group is one of America's largest privately-owned companies with diverse interests in sports and entertainment, paper/packaging manufacturing, forest products, real estate development and private equity investing. It's 9,500 employees work in numerous office buildings, manufacturing/distribution facilities, and sports venues. Everything The Kraft Group touches seems to flourish, including its NFL champion Patriots. And yet the company's phone system had a losing record. It was woefully inadequate to support the organization's 54 businesses and was near its end of life. So company stakeholders turned to TPx for a solution. 

## PROFILE

- Private Fortune 100 firm with 54 businesses
- Sports and entertainment, paper/packaging, forest products, real estate and private equity
- 9,500+ global employees
- Annual revenue: \$5.3 billion

## CHALLENGE

- Replace legacy phone system near end of life
- Eliminate expensive PRI trunks with more flexible VoIP connections
- Ensure secure, high-availability networking across 54 businesses

## SOLUTION

- UCx Hosted Unified Communications
- Programmable, multifunction Poly IP phones
- Custom “ring down” lines
- Cradle-to-grave call reporting
- Managed Firewall
- Metro Ethernet

## BENEFITS

- Full redundancy and enhanced continuity because equipment is stored in secure TPx datacenters
- High availability and better voice quality via SD-WAN
- 6-digit dialing between locations
- Multiple services in one solution, billed on one invoice

## RESULTS

- Offloaded PBX and security management
- Eased admin and enhanced customer experiences by leveraging call reporting tools
- Increased network bandwidth
- Upgraded phones with enhanced capabilities, video

TPx implemented UCx, a cloud-based system providing advanced unified communications and collaboration capabilities as well as high-quality voice service and connectivity with 100-percent uptime guaranteed across all business groups.

## Challenge

The Kraft Group companies and employees were constrained by a 20-year-old legacy phone system that required expensive engineering for simple administrative changes and had limited disaster recovery options, no straightforward mechanism to activate extra lines during peak demand, and no detailed reporting and analytics or capacity for expansion. The system also was connected to aging copper wires that traditional phone companies are increasingly neglecting and phasing out.

Indeed, The Kraft Group's phone system was nearing end of life. The company needed a robust new solution that could meet the present and future needs of all its 54 businesses — many of which are partners with employees interacting over the phone and collaborating frequently throughout the day.

## Solution

After evaluating several technology providers and offerings, Kraft stakeholders determined that TPx's cloud-based UCx solution was the best fit to connect its many businesses and employees. The platform provides advanced unified communications and collaboration capabilities, such as instant messaging and desktop sharing for meetings as well as high-quality voice service with 100-percent uptime guaranteed across all business groups, including the New England Patriots NFL championship team.

"Our ownership and executives are on the phone all day long," said John O'Halloran, unified communications specialist, The Kraft Group. "Since we implemented the TPx solution, I'm stopped in the hallway daily about how good the sound quality is on the phones."

Reliability is critical during football games at Kraft's Gillette Stadium because ring-down lines on the field need to be up instantaneously and constant — without fail. It's also critical for other Kraft companies such as Rand-Whitney Container, Rand-Whitney Recycling and International Forest Products because their production facilities operate 24 hours a day and seven days a week to produce paper and packaging products. These operations run at full capacity and cannot afford any downtime.

Kraft organizations also leverage UCx call reporting tools to ease administration and enhance the customer experience through analytics. The system's customizable wallboards provide maximum visibility and control with a choice of 400 sets of historic and real-time statistics, brought to life with easy-to-assimilate charts, dials and alarms — all available on any Internet-enabled device so employees can access them across multiple locations or remotely.

Additionally, if inclement weather or a network outage disrupts service at any Kraft business, administrators can instantly forward calls to alternate phones for continuous service because UCx hardware is stored in secure and redundant TPx datacenters.

In a business environment increasingly vulnerable to cyberthreats, Kraft also opted to employ TPx's MSx managed firewall to protect infrastructure and corporate data. The solution, configured, deployed and managed by TPx, provides a 24/7/365 state-of-the-art set of security services, including Unified Threat Management (UTM) for an optimal line-of-defense against Internet-based threats. It also frees up Kraft's IT personnel to spend more time on high-level IT issues and oversee company growth.

## Results

Ultimately, TPx helped The Kraft Group migrate from an outdated on-premises PBX to a more secure and advanced cloud-based unified communications solution configured to meet the present and future needs of all its businesses. And all of the TPx solutions — UCx, MSx and Metro Ethernet connectivity — are backed by incredible support and customer service, according to Michael Israel, Chief Information Officer at The Kraft Group.

"When we have a stadium full of guests and run into an issue, we need an immediate response, and TPx always comes through," he concluded. "TPx is a great technology partner and trusted adviser we can count on to help us deliver world-class experiences to customers and guests."

