



CASE STUDY

# Soft Drinks and Coffee in the Cloud?

Global Beverage Company Migrates  
to Cloud-Based Collaboration

# CallTower and CDW transition Global Beverage Conglomerate to cloud-based communication solution, made possible by Crawl-Walk-Run Transition Strategy

## CHALLENGE

A major global beverage conglomerate, like many other major corporations in recent years, decided to make the transition from an on-premises legacy phone system to a cloud-based system. While such a transition can be a significant investment of time and capital for large organizations, the improvements, efficiencies and cost reductions easily justify the switch. The conglomerate released a request for proposal (RFP) to several carriers for services to enable 9000 users in 300 corporate and manufacturing offices, across four continents. With multitude of established international carriers, this massive network needed to be consolidated and future proofed. Considering such a monumental task, CDW was the only Value Added Reseller (VAR) to respond to their request.

## SOLUTION

In order to avoid the inherent technical and logistical issues of making a transition to cloud-based communication overnight, CDW presented the client with a “crawl-walk-run” strategy employed by solution provider CallTower. Given the size of the customer, the idea would be to roll out smaller transitions to Cisco Webex Calling over time, to mitigate the risks and provide a smoother transition. The conglomerate would also need a partner who could design, globally manage and future proof this solution for an extended period; CallTower is known for delivering the technical and network knowledge and experience to accomplish this task and reduce IT and billing workload.

Aside from the massive undertaking for transitioning to the cloud, this global client also has a considerable contact center system to consider. To address this, CDW and CallTower proposed the global market-leading Webex Contact Center solution for



Improved customer experiences



Customizable platform



An intuitive agent interface



Simple integration.



Flexible

## SOLUTION

(Cont.)

Consolidating all the conglomerate's existing systems into a single network is not a simple project, but the CallTower technical team was up to the task. They set to work, ensuring the large phone network employed by the conglomerate would transition to Webex Calling as needed. CallTower brought flexible options like Microsoft Teams integrations, experienced Porting and Project Management teams, SIP migrations, concurrent call path licensing, and traditional SIP services to ease transition. The SIP services also allowed the client to move away from expensive MPLS circuits.

### THE RESULTS

With a single company to implement and manage global telephony and infrastructure, the beverage conglomerate has discovered significant cost savings due to large-scale consolidations. They are also working hard to get their system moved to the Webex Calling cloud at their own pace and avoiding any technical, billing or adoption issues a rushed transition may have caused.

Their users can collaborate with each other and interact with their customers in an improved and intuitive system. Best of all, the conglomerate's communication has been future proofed – all ported numbers have the flexibility to move to another solution like Microsoft Teams down the road without any heavy lifting or additional porting.

### ABOUT CALLTOWER

Since its inception in 2002, CallTower has evolved into a global cloud-based, enterprise-class Unified Communications, Contact Center and Collaboration solutions provider for growing organizations worldwide. CallTower provides, integrates and supports industry-leading solutions, including Operator Connect Microsoft® Teams, Teams Direct Routing, GCC High Teams Direct Routing, Office 365, Cisco® Webex Calling, Cisco® CCPP, Zoom (BYOC), Zoom Phone, CT Cloud UCaaS and four contact center options, including Five9 for business customers.