



## Kraft Heinz Case Study

### Introduction



**Francesco Tinto**  
Global CIO of The  
Kraft Heinz Company

In July 2015, H.J. Heinz Company and Kraft Foods Group, Inc. merged to create The Kraft Heinz Company, forming the fifth-largest food and beverage company in the world with eight \$1 billion+ brands. A globally trusted producer of delicious foods, The Kraft Heinz Company provides high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go.

The Company's iconic brands include Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Weight Watchers, Smart Ones and Velveeta. JT Group Ltd established a relationship with Kraft over a four-year period during which JT provided a wide variety of technology rollouts and system maintenance across North America.

Reinforcing that partnership, in October 2014, JT went on to win a competitive bid to deliver global telephony solutions for the Kraft North American business. The contract was extended in 2015 to include additional requirements arising from the Kraft Heinz merger.

**KraftHeinz**

**Website**  
[www.kraftheinzcompany.com](http://www.kraftheinzcompany.com)

### Business Challenge

Following the merger in 2015, Kraft Heinz sought to streamline connectivity for its locations and knowledge workers throughout North America – 90% of which were serviced by stand-alone traditional PBX services.

Kraft Heinz identified an overriding need to bring its entire workforce on to one system enabling seamless collaboration.

Furthermore, a review of its legacy systems revealed the need to replace existing and ageing voice technology (TDM) with a new solution that would help reduce cost, whilst providing high-quality services and an enhanced end-user experience.

Over the years, bolt-on technologies from multiple manufacturers and systems were implemented as the company expanded, creating a lack of consistency in connectivity and communications across the organisation. Additionally, many of these systems were relatively old and finding reliable replacement parts and IT partners who could provide support, was proving increasingly challenging.

## JT's Solution

JT's solution was to provide a voice as a service offering. With an aim of replacing their on-premise PBX environment, allowing Kraft Heinz to move to a more cost effective solution providing consistent capabilities and delivering on their operations, stability and financial objectives.

JT's provision of Cloud based solutions, which also offer the scalability and flexibility to suit changing requirements, ensures that the investment made by Kraft Heinz is future-proofing its business critical systems.

**The Avaya cloud-based voice system** selected, supported by JT's dedicated and experienced teams in the US, UK and Channel Islands, was successfully installed at the first Kraft Heinz location in July 2015 with roll-out to all locations continuing.

**The Enterprise Voice Transformation (EVT)** solution allows Kraft Heinz to re-use existing voice trunking services, or to standardise new SIP trunking services. Once the project was well underway, Kraft Heinz elected to pursue the implementation of a Global SIP trunking project and JT was again chosen to deliver this business critical service to various North American locations. This SIP trunk implementation project is currently being worked in unison with the ongoing EVT deployment project and is being managed by the JT project team which provides Kraft Heinz the same, single point of contact for both projects.

### **Relocation of Co-Headquarters to downtown Chicago**

During the programme roll-out, Kraft Heinz made the decision to relocate its Chicago co-headquarters and JT managed this complex sub-project in two phases to ensure there was little disruption to the full Kraft Heinz Team.

The first phase in December 2015, called for JT to provide a temporary service for Kraft Heinz in the Aon Building until the SIP service was ready to be activated.

The second phase, which included the porting of 10,000 DID numbers from traditional services to SIP trunking service, happened successfully over the Memorial Day weekend 2016.

## Customer Endorsement

**Francesco Tinto, Global CIO of Kraft Heinz explained** how JT's approach to finding the absolute best technologies to address each customer's individual needs, meant it offered a true 'best-in-breed' solution. He said:

**"We were very attracted to the truly unique and industry-leading solutions that JT offers** and it was evident that their approach to tailor solutions to meet our business needs would enable us to achieve our objective of consolidating our systems and improving connectivity for our staff.

"Since the project started we have added to our needs and **JT has always stepped-up** to offer solutions which have proven attractive over alternative providers. So much so that we have now asked JT to review all of our global sites with the goal of having the entire Kraft Heinz voice network being transitioned onto the JT EVT platform by 2017.

"JT are always professional and their **availability to us has been second to none.** As individuals they are knowledgeable and supportive, and collectively **exceeded our expectations** especially given some very tight timeframes in which to deliver complex work. Based upon our experience so far we have every confidence in JT delivering and supporting us as Kraft Heinz moves forward."

Kraft Heinz has now engaged JT to review the remainder of their sites, worldwide, with the

goal of having the entire Kraft Heinz voice network being transitioned onto JT's unique global Voice Cloud by 2017.

**JT's CEO, Graeme Millar** said:

"We are extremely proud of what our global team has delivered so far in our developing partnership with Kraft Heinz. We endeavour to understand the needs of our customers and tailor our delivery to best meet their needs now and for the future, and our role in assisting Kraft Heinz to overhaul its communications is evidence of our commitment to that. Our work together is a **true example of JT's vision to be the partner of choice** for global telecoms innovation and we look forward to a long-standing partnership with Kraft Heinz.

"We're currently working closely with the Kraft Heinz team to identify the new set of unique business requirements that a "world-wide" solution will present and have begun bringing conceptual design ideas to them for review."

## About JT Group

JT Group is an innovative and progressive global communications enabler with a vision to become the partner of choice for global telecom innovation.

With over 120-years experience, JT provides tailored solutions, services and support to multinational companies Worldwide, helping them to develop a single global communications strategy for their operations; delivered with local expertise and knowledge.

JT is an Avaya Platinum Partner and works closely with our network of highly accredited global partners to create tailor-made, intelligent and innovative solutions that deliver real value for our customers.

## Contact details

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