

# Case study

Industry sector:  
industry

## Brewing giant chooses a flexible BT infrastructure for new head office

A converged network with secure wireless access provides SABMiller with a cost effective platform for collaborative working

### Executive summary

When SABMiller, one of the world's largest brewers, decided to relocate its Working head office it was the ideal opportunity to install a state-of-the-art converged network infrastructure. The company selected BT to provide a Cisco powered solution.

As well as enabling the convergence of voice and data on a single network the solution provides extensive wireless capability, offering both public and private access. With network security of paramount importance, BT also provided consultancy services to optimise the design of the wireless network and validate security measures.

The networked IT services infrastructure has provided SABMiller with a cost effective, state-of-the-art, flexible working platform. SABMiller people are no longer constrained to a fixed position, encouraging a collaborative working environment that has improved productivity. Meanwhile visitors, partners and suppliers also benefit from the convenience of wireless public internet access.

“We chose BT because they understood our objectives in business terms, they assigned a project manager up front and – most important of all – they adopted a flexible approach.”

Roger Chappé de Léonval  
IT Manager  
SABMiller plc

# Case study

“Working with BT has been a breeze – quite simply there have been no major problems or hiccups at all. BT has demonstrated that its people know IP technology and can support it end-to-end. In addition, we believe that BT will be able to help us going forward as the technology evolves.”

Roger Chappé de Léonval  
IT Manager  
SABMiller plc

## Brewing giant chooses a flexible BT infrastructure for new head office

### Marketplace

SABMiller plc is one of the world’s largest brewers with brewing interests or distribution agreements in over 60 countries across five continents. The group’s brands include premium international beers such as Miller Genuine Draft, Peroni Nastro Azzurro and Pilsner Urquell, plus an exceptional range of market leading local brands. Outside the USA, SABMiller is also one of the world’s largest bottlers of Coca-Cola products. In the year ended 31 March 2005, the group reported US\$2,194 million pre-tax profit and a turnover of US\$14,543 million on a UK GAAP basis.

### Business opportunity

The company moved its headquarters to the UK in 1999, but by 2004 its principal office building had become overcrowded and a move to a larger building was tabled. The relocation project provided SABMiller with the chance to assess new technological options.

Roger Chappé de Léonval, IT Manager at SABMiller says: “The move gave us the opportunity to maximise the benefit we could get from technology – both for the people that work in the building and for the company as a whole. From an IT point of view we are a leading edge rather than a bleeding edge company and so we decided to adopt the latest market proven technology.”

As well as voice and data convergence, a key requirement was a wireless network – offering both public and private access – so that SABMiller staff and roaming visitors could enjoy a flexible working environment. As with any wireless local area network (WLAN) installation, SABMiller required the highest levels of inherent security, including effective partitioning to prevent unauthorised access to company data.

SABMiller compiled a request for proposal (RFP) specifying Cisco Systems technology (the company’s global standard). To minimise risk, SABMiller wanted a single vendor with a successful track record in IP technology to assume responsibility for the entire project. The RFP was issued to just two suppliers, one of whom was BT.

SABMiller selected the BT proposition, as Roger Chappé de Léonval explains: “We chose BT because they understood our objectives in business terms, they assigned a project manager up front and – most important of all – they adopted a flexible approach. We had a very tight schedule and we knew it would be likely that we would need to change things during the project.”

## BT solution

Cisco Catalyst switches, with inline power over Ethernet to support the deployment of Cisco IP Phones, provide the access layer. Cisco gateway routers connect to the wide area, while two Cisco CallManager servers – separately connected to the two core switches for resilience – deliver IP Telephony. A Cisco Unity unified messaging solution with text-to-speech capability enables users to manage voicemail and email through a single inbox. Cisco Aironet access points power the secure WLAN and 1,500 Category 6 structured cabling outlets provide the physical connections.

BT enlisted leading technology experts from the BT Exact Wireless Solutions team. BT Exact is the world-renowned R&D arm of BT Group and the wireless design consultancy service proved a valuable addition. A survey confirmed that full wireless access was feasible within the building and determined the ideal location for the placement of every access point.

The design of the wireless network incorporates separate VLANs (virtual LANs): one for SABMiller employees to access the corporate network and one for visitors and partners to access public internet services. With security of such importance BT also provided consultancy services to assist SABMiller with the definition and approval of its internal network security policy.

Roger Chappé de Léonval says: “The level of commitment from BT was excellent. They demonstrated the ability to draw in the relevant skills so that the right people were always engaged on the project at the right times.”

Installation commenced in April 2005 and was completed on schedule to allow SABMiller to occupy its new building in June 2005. A three-year TotalCare maintenance contract provides 24\*7\*365 service assurance for the complete solution.

## Why BT?

- Understanding of SABMiller’s business objectives coupled with a flexible, consultative approach and a commitment to deliver
- Reduced risk through BT’s understanding of convergent IP technology and its ability to provide a one-stop-shop
- The resources to meet challenging timescales reinforced by strong and effective project management

## Results

The productivity of SABMiller people has improved through the creation of a collaborative working environment. With the wireless network available throughout the building, and the flexibility afforded by IP Telephony, SABMiller staff are no longer tethered to a fixed working position. Visitors, partners and suppliers also enjoy the benefits and convenience of public internet access.

Roger Chappé de Léonval explains: “We are building an environment for our users that allows them to perform in a highly flexible workplace. The wireless implementation has been designed to ensure users can seamlessly roam from the wired infrastructure to the wireless and back again. BT has helped achieve this by ensuring that we have sufficient coverage and assuring security.”

The unified messaging function and the ability to roam have proved to be popular features and feedback from users has been very positive indeed. Voicemail can now be accessed through email so people only have one interface to worry about and also have easy access when out of the office. Another benefit has been the straightforward operation of the new technology.

Roger Chappé de Léonval comments: “The new solution has also allowed us to reduce internal facilities management

resources from two full time people to just a part of one person’s load. The capital cost was less than we expected and the ongoing cost of ownership looks to be very competitive. The technology environment now supports people’s roles whereas, before, our people struggled to work within the constraints of the environment.”

The company is already planning the extension of IP Telephony services to embrace its City of London and Rotterdam buildings. This will be achieved with a straightforward upgrade to the LAN infrastructure in those buildings and the deployment of Cisco IP Phones. These will connect with the existing Cisco CallManager platform over SABMiller’s global network. In addition to flexible working benefits this will reduce the cost of intra-site telephone calls to zero. The new infrastructure has opened up a whole range of future possibilities including the rapid deployment of converged applications, like Microsoft Live Communications Server to enhance real time collaboration across the extended enterprise.

Roger Chappé de Léonval concludes: “Working with BT has been a breeze – quite simply there have been no major problems or hiccups at all. BT has demonstrated that its people know IP technology and can support it end-to-end. In addition, we believe that BT will be able to help us going forward as the technology evolves.”

# Case study

## Brewing giant chooses a flexible BT infrastructure for new head office

### Technology blueprint

The BT solution comprises two Cisco 6509 chassis as core switches, each with dual power supplies and populated with seven 1000base-SX GBIC (Gigabit Interface Converter) for connection to the access switches and interconnection of the two chassis. Each chassis also includes a 48-port 10/100/1000Mbps module for connection to servers and other core services.

Seven 48-port Cisco Catalyst 3750 10/100 Ethernet switches provide the access layer with inline power over Ethernet to support IP Phones. Each unit is individually attached to each core switch using a fibre GBIC, providing a very high level of availability. WAN access is enabled via two Cisco 2821 gateway routers, each with a dual PRI interface to support up to two ISDN30e circuits per unit. Each gateway is dual attached to the core servers for added resilience.

Cisco CallManager 4.1 software on a Cisco MCS7835 platform delivers voice services with two CallManagers provided for resilience – one connected to each core switch. Two MCS7825 Unity messaging servers provide unified messaging functionality, with hot standby failover and incorporating a 'Real Speak' text-to-speech converter. A Cisco VG224 gateway provides the ability to connect up to 24 analogue voice devices – for example, fax machines or lift telephones.

The Wireless LAN comprises Cisco 1200 series Aironet Access Points coupled to AIR-ANT5959 ceiling mount antennae. Connection to the corporate information network is via a Cisco VPN gateway with an integrated firewall that is connected via Gigabit Ethernet to a port on a router within the internal network.

### Main BT products & services

- BT-supplied Cisco LAN infrastructure and secure wireless access solution
- BT-supplied Cisco CallManager IP telephony solution with Unity unified messaging and text-to-speech capability
- BT structured cabling
- Consultancy services from BT Exact Wireless Solutions team



### Offices worldwide

The telecommunications services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any sort of any contract.

© British Telecommunications plc 2006  
Registered Office: 81 Newgate Street, London EC1A 7AJ.  
Registered in England and Wales no. 1800000.

Designed by Ecoutez Creative Limited.

PHME 00000000