

A Global Telecoms Strategy for a UK Based International FMCG Company

Business drivers

This case study will be of interest to large multinational companies across all sectors that need to develop:

- ▶ A global telecommunications strategy to support businesses operating in multiple countries

Client

Group IS Director of a multinational FMCG company.



Client situation

The board wanted a new global telecommunications strategy that would transform from a local country management structure to a global organisation operating across 7 regions. The strategy would provide a direction for outsourcing the network. The current technology was obsolete and non-standard media was being used in parts of the organisation for voice, mail, data and video. In addition, the heterogeneous telecoms infrastructures available in different parts of the world made the development of a robust global strategy difficult.

What we provided

The first part of the project involved a thorough analysis of the overall business. The following elements were analyzed in detail:

- ▶ Business needs
- ▶ Technical architecture
- ▶ Technological trends in the market place
- ▶ Budget and cost analyses

A detailed analysis of the media requirements for the next five years followed. The communications requirements were presented along with detailed recommendations for service provision. We also proposed financial, management and implementation outline plans for the next five years.

Project outcome

The board accepted the projects recommendations for service provision and agreed the outline plan.