

BAKER&BAKER

Case Study

Transforming Employee
Experience: Baker & Baker
sees 65% Cost Savings
with Tata Communications
GlobalRapid for Microsoft
Teams



The growing need for unified collaboration in the manufacturing industry.

With increasing customer demands, manufacturing companies constantly strive to enhance product quality, reduce operational costs, and expedite time-to-market. To deliver on these imperatives, companies need to focus not only on an efficient operating model but also on enabling seamless collaboration between employees, partners, and vendors. By empowering the distributed teams to collaborate and communicate effectively, manufacturers can drive benefits across the value chain.

Like any other manufacturing company, Baker & Baker, a European leader in the bakery segment, wanted to transform its collaboration landscape to optimise its day-to-day operations, boost productivity and save time and money. Discover how it empowered its 2,500 employees by consolidating communication onto a single platform, transforming the way of working and enhancing productivity.

Fragmented employee experience with disparate collaboration tools; systems reaching end-of-life.

With its presence across 12 locations in seven countries, Baker & Baker relied on disparate communications systems for its staff, resulting in increased complexity and maintenance burden on its business operations. While some of its offices had a physical Private Branch Exchange (PBX) phone system, a few others had unified communication tools from one of the other service providers and some had Microsoft Teams (Teams) as their collaboration platform. Operating with a disparate system not only created a fragmented and disjointed user experience but also led to reduced efficiency and productivity.

The physical PBX system was reaching end-of-life and required a major investment (around a quarter of one million dollars) in upgrade. The PBX system required proprietary phones, which also meant lock in with the earlier service provider and physical installation in company's premises which was costly to maintain, and difficult to scale. Moreover, with a high monthly recurring cost from the local telcos, Baker & Baker was also looking to reduce the cost of its public switched telephone network (PSTN) services.

Further, Baker & Baker witnessed a rise in Microsoft Teams adoption for collaboration purposes internally. The use of legacy PBX system also started to dwindle significantly

except for the use in making inbound and outbound PSTN calls. With encouraging user experience and the ability to offer fully unified collaboration capabilities from one platform, Microsoft Teams was a great alternative for Baker & Baker.

Integrated tools are much easier to manage. Fragmented systems and siloed collaboration technology stack require a diverse set of expertise to ensure everything works well and to troubleshoot issues that may occur. That is why we wanted to consolidate communication capabilities into a single platform that can bring enormous efficiencies to our teams especially at a time when Baker & Baker was launched as a standalone business following separation from CSM Bakery Solutions.

Danny McCarthy,
Director IT Technical Services, Baker & Baker

About BAKER & BAKER

Baker & Baker is a European leader in the bakery convenience segment, operating across 12 sites in seven countries, with around 2,500 employees and an annual turnover in excess of €400m. They manufacture a broad range of high-quality own label and branded bakery products to suit the needs of customers and consumers in markets across Europe.



Preparing to pull the shutters on legacy communication estate.



TATA COMMUNICATIONS
GlobalRapid

Baker & Baker decided to move from its legacy systems and leverage Microsoft Teams as its unified communication and collaboration (UCC) platform. Through its Direct Routing feature, Microsoft Teams can provide all the necessary functionality as a full PBX replacement system. By enabling PSTN connectivity from within Teams, Baker & Baker can easily expand its voice reach beyond just Teams-to-Teams calls to external landlines and mobiles. An all-in-one solution, Microsoft Teams consolidates instant messaging, video, and voice thus minimising dependence on multiple vendors.

However, selecting the right platform alone would not be enough to achieve Baker & Baker's communication goals. They sought a dependable, globally competent, managed service and voice provider to facilitate a seamless transition to Microsoft Teams. This partner needed to have the technical expertise to ensure a disruption-free

migration and get employees up-to-speed with the platform, while also offering global voice coverage to support Baker & Baker's worldwide operations. They opted for Tata Communications GlobalRapid for Microsoft Teams to drive this transformation. As an early Microsoft Teams partner, Tata Communications provides a comprehensive UC stack, spanning assessment through to management, offering tailored consulting, direct routing support, and seamless migration services.

Routing voice traffic on its enterprise cloud voice network, Tata Communications enabled PSTN connections for Baker & Baker employees so that they can make and receive external phone calls using Microsoft Teams. To ensure that its employees are least impacted by this transition, their DID/DDI numbers were ported (individual extensions on the legacy PBX) so that they could retain their existing phone numbers.

Working with Tata Communications, Baker & Baker started with a pilot project where phone numbers of around 30 test users were ported to Teams and extensive testing was performed for about four months. With a successful pilot, the team proved the business value of transitioning from legacy telephony environment to Microsoft Teams telephony. This formed the foundation for Baker & Baker to consolidate all collaboration and communication onto Teams, completing the migration for everyone within a swift 6-month period.

Voice quality was one of the top considerations when switching to SIP trunking and as the number one international voice provider, Tata Communications cloud voice infrastructure leverages cutting-edge technology to ensure users enjoy a jitter-free and immersive meeting experience - regardless of their geographic location. We receive weekly bandwidth utilization report to monitor voice capacity from Tata Communications' network operation centre (NOC) team. In addition, every month, the team provides detailed reports on the voice usage and call volumes that enables us to monitor usage trends and plan capacity.

Anthony DeDiego,
Director IT Infrastructure,
Invasystems (Baker & Baker Consultant)



Empowering factory personnel to embrace new technology.

Transitioning typical office workers to laptop or PC calls was smooth, but Baker & Baker faced resistance from factory workers reliant on desk phones. Adapting them to Microsoft Teams was challenging—they needed physical phones compatible with Teams' key functions and a tailored interface with extra loud ringing volume which operates well in noisy environments. Tata Communications assisted in creating a specialized training program which ensured factory workers seamlessly integrated Teams into their workflow.



Unlocking Peak Efficiency: Elevating Employee Productivity with the Power of Microsoft Teams!

Using voice connectivity with Microsoft Teams has made it flexible and more effective for Baker & Baker employees to communicate and collaborate. That is because users can now make and receive calls using any Teams-enabled device no matter the time or place. This has especially benefited people who often travel or want to ensure they receive all important calls while being away from the office, thus fostering greater productivity across the company. The complete set up is much simpler compared to the legacy PBX system where employees had to manually enable and disable the call forwarding feature every time they wanted to redirect calls to their mobile numbers. Moreover, with Tata Communications GlobalRapid enterprise cloud voice infrastructure, Baker & Baker has been able to route communication traffic over the internet without costly primary rate interfaces (PRIs).

We did not have a clear roadmap on how to progress on our UCC journey, what to do with the legacy system, were not sure if Microsoft Teams offer enough features and functionalities to completely replace the physical PBX system. However, working with Tata Communications we got access to experts who helped us set up best deployment practices and drive adoption of Teams. The team strategized the entire migration project to meet our planned business goals. With deep understanding of Microsoft Teams, and experience in implementing the platform for various types and sizes of businesses, Tata Communications provides us with guidance and insights to help drive adoption and make the best use of Microsoft Teams within Baker & Baker.

Danny McCarthy,
Director IT Technical Services, Baker & Baker



With, Tata Communications GlobalRapid for Microsoft Teams Baker & Baker showed notable improvement in employee collaboration and communication:

65%

65% cost savings in migrating the company's entire voice system to Microsoft Teams PBX compared to legacy PBX refresh

47%

47% reduction in OpEx cost in the second year of Teams usage



An integrated single platform for internal and external communication enhanced employee experience



Simplified management of the UC estate, as evidenced by **reduction in IT service tickets year-on-year**



Significant improvement in operational efficiency with a single go to person in-house for all voice related problems vis-a-vis dependency on multiple service providers earlier



Employees enjoy a high-quality collaboration and voice connectivity experience

By integrating internal and external communications into a cohesive system, Baker & Baker has established a user-friendly platform that seamlessly incorporates calling, chat, meetings, file sharing, and more in one convenient space. Tata Communications played a pivotal role in making this unified collaboration platform into a reality.

Build your future through a digital customer experience

If you are a Retail/Auto/Real Estate enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?
- How you can integrate e-commerce, CRM and other digital platforms with 'phygital' solutions to give your customers a competitive edge?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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