



# Imperial Tobacco

Premium Support

The logo for 'risual' features the word in a white, lowercase, sans-serif font. Above the letter 'i' is a small graphic of three dots of increasing size, suggesting a signal or a stylized 'i'.

# the customer

## overview

### Customer

Imperial Tobacco Ltd

### Website

[www.imperial-tobacco.com](http://www.imperial-tobacco.com)



### Number of employees

Approx 36,000

### Country or region

Bristol, United Kingdom

### Industry

Manufacturing (Tobacco)

### Customer profile

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In May 2013, the amalgamation of a number of smaller offices in Bristol saw the opening of a brand new, state-of-the-art global head office, with the capacity to support 550 employees. Imperial Tobacco's portfolio encompasses a diverse array of brands and products, from cigarettes to smokeless, from fine cut tobacco to cigars. Since Imperial Tobacco was formed in 1901, dramatic changes have taken place in technology, commerce and society. The IT organisation have embraced the technology changes and are now supporting a leading edge global communication solution.



"risual's premium support package is perfect for meeting our exacting needs. My team looks after the 2nd and 3rd line support for all LAN, WAN, Telecoms and Server Infrastructure, so it is great to know that we have risual supporting us as experts in the Lync solution."

Karen Charlton, Corporate Centre IT Infrastructure Services Team Leader, Imperial Tobacco

"We realised that our legacy system was not really in line with the vision for our new headquarters. We were looking for a transformational solution in keeping with a leading global organisation; one which would exceed the expectations of our employees, making communication simpler and more effective for them"

Karen Charlton, Corporate Centre IT Infrastructure Services Team Leader, Imperial Tobacco

# the problem



With the advent of a new global head office in Bristol, Imperial Tobacco were aware of the need to update their existing infrastructure to assist their employees in better and more efficient communication. The legacy system, which was a Siemens Realitis PBX, had limited functionality and was recognised as no longer meeting the business' requirements.



The old analogue phones were unable to assist employees in simple needs, such as Caller ID and directory services and were becoming untenable as a business solution. It was also becoming difficult to support within for the IT team, and any "down time" had a direct impact on the business. The decision was taken to upgrade the systems to a leading edge solution, which would not only improve communication, but would offer the IT organisation better management information and enable a more proactive management of the system.



# change of business needs

Karen Charlton, Corporate Centre IT Infrastructure Services Team Leader at Imperial Tobacco says: “We realised that our legacy system was not really in line with the vision for our new headquarters. We were looking for a transformational solution in keeping with a leading global organisation; one which would exceed the expectations of our employees, making communication simpler and more effective for them.”

The business was seeking a solution that would allow them to use their existing 2nd and 3rd line internal IT Support Team. It also needed to have back-up support as the new headquarters would be delivering global communication 24x 7, rather than the 8am-6pm support resources that had previously been available, and so needed a service that they could utilise for complex support issues that could arise.

Karen was also looking for a partner who would build a strong relationship with her team, offer advice they could trust, and who had expert knowledge of the new systems. “I wanted my team to have an excellent working relationship with the experts who implemented the global roll-out. risual had already proved their expertise and had built a strong credibility with our business. I knew that we would get absolute honesty from them regarding the capabilities of the solution that had been delivered, along with a pragmatic approach to finding alternative ways to meet our requirements.”



# the solution



Through the initial tendering of the project, risual had been chosen as the preferred partner to deliver the global implementation of the Microsoft Lync solution. As a Microsoft Gold Partner, risual were able to demonstrate its expertise and knowledge of not only the technology, but of the most effective way to deploy it.

When it came to looking for a partner to deliver the back-end support, risual was an easy choice as it had both successfully delivered the implementation and was familiar with the nuances of the system and how to maximise its features.



As a result of risual's involvement in the Lync delivery, risual was able to offer its full support services post implementation, and we were up and running in less than a month from go-live.

## benefits



Imperial Tobacco has already identified a number of benefits from using risual's support, and expect there to be further positive impacts in the coming months.

- **Improved efficiency.** The new system far out-delivers the legacy PBX, offering not only Caller ID and directory services, but other features such as Instant Messaging, which the IT Team actually use to contact risual for support.
- **Increased knowledge.** The remote access service, daily, weekly and monthly monitoring has enabled not only a healthier system, but has provided the analysis and management information to identify improved efficiency, potential areas for further improvement and preventative measures.
- **24x7 Support.** In an environment which has changed from 8am6pm to round-the-clock support, risual is able to deliver, no matter when. Response Times.



"Having worked with Imperial Tobacco on the design and implementation of such a transformational project for them, we were able to truly understand the level of support they would need. We deliver both reactive and proactive support with a level of management information that they didn't have previously and we work alongside their existing IT Infrastructure Team to ensure the new systems are delivering their full potential"

Rich Proud, risual

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Karen Charlton, Corporate Centre IT Infrastructure Services Team Leader

## Contact

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