

Mars Case Study

Mars is one of the world's most recognizable brands, employing over 65,000 people in 71 countries. The company enjoys net sales of more than \$30 billion across six business segments, including Food, Drinks, Chocolate, Petcare, Wrigley and Symbioscience.



Challenge

Faced with an increasingly mobile workforce, high International and mobile roaming call volumes, and a desire to improve business agility and efficiency, Mars engaged CrossPoint to help design and deploy an integrated business technology solution for their regional hub in Singapore.

Specifically, the main objectives were to streamline and enhance voice capability, significantly reduce call costs and improve the capacity of IT infrastructure to support business growth strategies.

"Our existing IT infrastructure was limiting productivity and growth, thus we were in need of a more flexible and scalable solution that could support our key business objectives," says Peter Gunning, Vice President and Chief Financial Officer, Petcare and Multi Sales, Mars Asia Pacific.

"Additionally, we identified that telephony and mobility were areas where we could make considerable savings, especially International mobile roaming and International (IDD) call re-routing."

MARS
incorporated

Solution

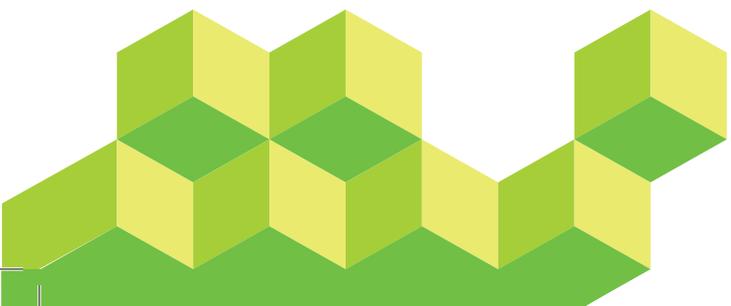
After a comprehensive audit of the existing Mars IT and telephony environment, CrossPoint customized and implemented a fully managed end-to-end IP telephony, mobile and IT infrastructure solutions.

Voice and data was integrated into a single platform to deliver increased agility and mobility, whilst complex telephony issues such as security, capacity and traffic prioritization were outsourced to CrossPoint's fully managed service.

What's more, the introduction of smart IDD call routing and intelligent mobile phone application provided automatic re-routing of all outbound and inbound mobile calls to a single voice gateway. This provided immediate cost savings, as both overseas outbound calls and mobile roaming calls now bypassed expensive long-distance and mobile carriers.

Importantly, an OPEX model was used for the solution, which meant that Mars had access to the very latest technology for a fixed monthly fee i.e. there was no upfront capital investment required. The solution also offers 24/7 monitoring and support, complete management and maintenance throughout the contract lifecycle, as well as training for Singapore-based staff.

CrossPoint
BUSINESS TECHNOLOGY SOLUTIONS

Outcomes

CrossPoint's Managed Telephony and Managed IT Infrastructure solution has helped Mars maximize voice and data efficiency, reduced the drain on IT resources and provided the flexibility and scalability needed for future growth.

It has also significantly improved cost control. Switching to a fully managed telephony and mobile-based solutions that leverages re-routing capabilities and decreases the reliance on expensive telephone carriers has saved Mars' Singapore hub up to 25% of total voice costs – the equivalent of approx. \$1,000,000.

"The whole process has been seamless. The complete implementation took only one month, with no major interruptions to our day-to-day business operations," explains Gunning.

"We now have a single point of contact and a single, fixed monthly contract, making it a lot easier to manage costs and plan for future business activity."

"From the outset, CrossPoint clearly demonstrated the opportunity and subsequent financial benefits without using complicated technical jargon," adds Gunning.

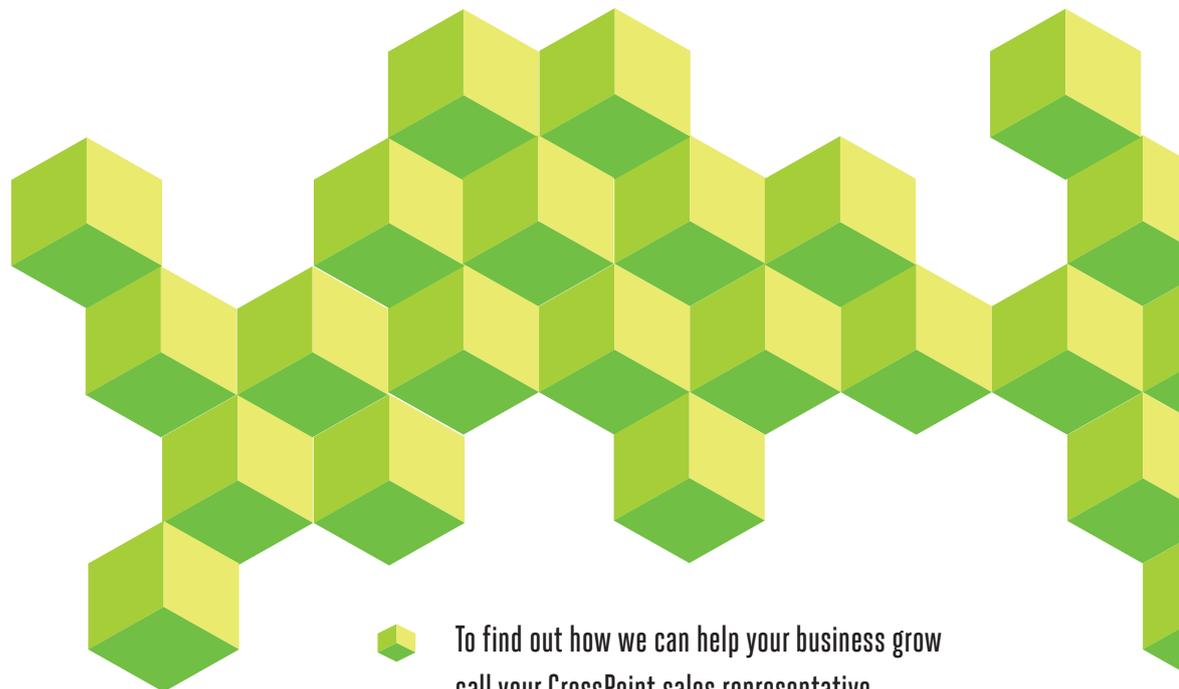
"We were impressed with their responsiveness and commitment to the project, as well as the exceptional post-implementation service levels. CrossPoint delivered and continue to deliver what was promised within our requirements and budget."

About CrossPoint

Established in 1996, CrossPoint offers fully managed IT and Telecommunications services to organizations of all sizes. Whether it's Managed Voice, IT Infrastructure, Mobility, Backup & Recovery, Surveillance or Professional Services, CrossPoint helps optimize existing technology platforms and position businesses to take advantage of future growth opportunities.

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To find out how we can help your business grow call your CrossPoint sales representative or visit www.crosspoint-telecom.com