



KRAFT FOODS Deutschland

Quote

When choosing between a central communications server or a number of decentralised servers, KRAFT FOODS opted for the more advantageous centralised solution.

"Where the know-how exists, the system can be found. The skilled staff deals with the technology which no longer needs to be supported elsewhere. For us, this is an ideal solution," explained Norbert Sossadzin, IT/Telecommunications at KRAFT FOODS Bremen.

KRAFT FOODS Deutschland, a leader in many segments of the semi-luxurious goods market, owes its success to its policy of dynamic company expansion and an aggressive acquisition strategy.

Challenge

The rapid growth of KRAFT FOODS generated a communications structure, which evolved over the course of time and could not be replaced on an ad hoc basis. Therefore, the company's IT Department was seeking a communications solution that would conform to their specific needs and allow for future development. KRAFT FOODS, like other companies experiencing dynamic growth combined with high levels of communications activities, had installed insular solutions at their various company locations. Their integration into Philip Morris Companies contributed to this disparate communication network. The IT systems used by KRAFT FOODS included MVS, AS/400, UNIX and Windows NT.

They wanted to preserve the full range of possibilities offered by these systems. To simplify the administration process, the IT Department planned to combine and centralise these systems. "For example, our idea was to give the staff a high-performance tool which would allow them to send and receive faxes via the mail system," explained Norbert Sossadzin, IT/Telecommunications at KRAFT FOODS Bremen. "It seemed to us particularly important to prevent an uncontrolled increase in data cables right from the outset as administration of such systems is not possible."

System flexibility was critical to the IT Department. They knew that future acquisitions would require another system to be integrated at any time. These additional acquisitions would generate a wide range of integration possibilities. MS-Exchange / MS-Outlook was laid down as the standard e-mail platform for the group. The new platform had to be incorporated into the new communications system. Configuration of the new communications solution could finally go forward based on the existing corporate network.



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"Our corporate policy is characterised by expansion. As a result of continuing mergers, we may suddenly be confronted with an entirely different mail structure. The new structure must be smoothly incorporated into the existing communications structure of the group, stated Sossadzin, "For this reason, we rely on a system which is best equipped to cope with future contingencies."

Solution

TOPCALL offered the most flexible solution for KRAFT FOODS in comparison with other providers. TOPCALL successfully integrated the large number of DP platforms in the existing system. "Our corporate policy is characterised by expansion. As a result of continuing mergers, we may suddenly be confronted with an entirely different mail structure. The new structure must be smoothly incorporated into the existing communications structure of the group, stated Sossadzin, "For this reason, we rely on a system which is best equipped to cope with future contingencies."

KRAFT FOODS Deutschland implements TOPCALL to unify fax and messaging over several platforms. The Communication Server links Microsoft Exchange, SAP and SMS (Short Message Service) to a centralised communication infrastructure. This open architecture means that integrating new technology is quick and efficient.

Result

Utilisation of such new technology has allowed KRAFT FOODS to achieve the original concept of paperless fax communications. In addition, the company has set up a Least-Cost Routing system, which allows faxes to be transmitted and charged to the local company, regardless of the user's location. The telephone systems are configured to ensure that each telephone call or fax remains in its own network for as long as possible before switching to other networks.

Future

At KRAFT FOODS the IT Department believes transmissions will increase via e-mail systems coupled to the Internet as well as SAP fax transmissions. From now on, all faxes generated using SAP R/3 at KRAFT FOODS-Germany are to be distributed by the TOPCALL Communication Server. The tests carried out at KRAFT FOODS on the R/3 connection to the Communication Server were all successful. Thanks to TOPCALL's implementation, KRAFT FOODS Deutschland is now equipped to deal with any further company expansion.