BT networked IT services

For the Fast Moving Consumer Goods industry
Understanding the “Fast” in FMCG

The demand for speed is even in the industry name. Players in the Fast Moving Consumer Goods (FMCG) industry are constantly reinventing themselves in response to changes and new challenges, including the more informed and demanding consumers, globalisation opportunities, and pressure from powerful retailers. To meet these demands, FMCG companies are striving to produce more innovative products, expanding into new markets, and enhancing collaboration with their trading partners. However, legacy IT systems are often not up to the challenge and struggle to transform business concepts into revenue. To help you do this, BT offers a suite of networked IT solutions to carefully coordinate the information supply chain – which is key to your achieving competitive advantage.

Better IT can help give you a competitive edge

In the digital networked economy of the 21st century, FMCG companies rely on sophisticated, information-intensive business processes to enable business processes, such as product innovation, customer service, supply chain and order management. A wide-variety of applications automates and supports these processes, which require secure, real-time data exchange on a global basis.

The rocky IT landscape

However, the IT landscape within most global FMCG companies is so complex that no individual has full visibility of information flows. Complexities arise from the wide variety of functions, partners and geographies that business processes touch, and from the interdependencies that exist between the numerous and often highly interfaced applications that support them.

Keeping an eye on the entire enterprise

A sophisticated network infrastructure extends access to these applications across the geographic footprint of the organisation and sees every user, supports every system, and has visibility on every information flow and handover. Every transaction executed – every product innovation or line extension, financial rollup, part ordered, final product shipped – is ultimately expressed as a burst of information across the network.

The path to an advanced network

Step 1: Global connectivity across a single network helps you achieve more efficient business operations in a highly connected environment. But then...

Step 2: Optimise the systems on which your business depends. An optimised network tracks your products, manages operational risk, security and business continuity, while enabling integrated collaboration to transform business and provide your customers with optimum service.
How BT strives to be your partner of choice

BT’s FMCG intelligence unit, global account management teams, and solutions architects have the infrastructure, experience and expertise to meet your networked IT business needs. Here is what sets BT apart:

 вли A global leader
  BT is a leading, global, networked IT services provider, delivering secure connectivity and value-added services to some of the world’s largest and most security-sensitive organisations.

вл Proven track record in the FMCG industry
  BT has been providing wide area connectivity, consulting and network services to 90% of the top FMCG companies for decades.

вл Integrated value added services
  BT offers integrated solutions that optimise the complex relationships between enterprise applications and the global network to maximise your technology return on investment (ROI).

вл Security and business continuity
  BT enables, secures and manages the flow of information between you and your customers, suppliers and partners anywhere in the world.

вл Leading-edge innovation
  Our services portfolio is continually evolving to help optimise our customers’ ability to adopt emerging technologies, such as Service Oriented Architectures, XML-formatted transactions, and GRID computing environments, in a secure and reliable manner.

вл We assess, audit and analyse
  BT’s network monitoring systems detect, map and monitor information flows and handovers across the extended enterprise, identifying costly inefficiencies and bottlenecks that impede smooth operations.
How BT can provide the right infrastructure for your company

BT’s FMCG intelligence unit brings you:

Global connectivity across a single network
BT’s Intelligent and Resilient Networks
Flexible, seamless communications enable organisational agility and competitive advantage. This is increasingly important in a fast, globalising industry, where the need to collaborate and communicate from any location and at any point in time is ever-present. Achieving seamless communications across fragmented, disparate systems can be challenging for many FMCG companies.

BT is well placed to help you address these challenges with IP solutions that enable users to transmit voice, data and video over a single Multi Protocol Label Switching (MPLS) Virtual Private Network (VPN). The network differentiates performance levels for individual applications and traffic engineering to optimise message routing.

Global, secure Internet access
MobileXpress
With the number of remote plant locations and mobile workers on the increase particularly in emerging markets, the ability to provide secure remote access to the corporate network is critical to success.

MobileXpress is an end-to-end managed service that uses straightforward client software to access critical applications remotely. It connects mobile or remote users to their corporate network via any integrated access technology, providing secure, reliable and cost-effective access to information they need.
How BT can enhance your network performance

BT’s FMCG intelligence unit offers value added services to:

**Optimise your critical applications**
Applications Assured Infrastructure (AAI)
BT’s AAI service detects the root-cause of application performance problems and optimises your application performance to meet the needs of your business. AAI can be used to assess network requirements for upgrades to business critical applications before full deployment. This helps reduce costly post-implementation problem diagnosis and minimises disruption to business operations.

**Track your products**
BT automatic identification (BT Auto-ID) and BT Foodnet
BT Auto-ID solutions provide clear visibility over materials as they pass through your supply chain. The product transforms the signals captured from automated data capture systems into meaningful information, enabling business intelligence systems to provide real-time visibility of supply chain events. In addition, together with technologies such as Radio Frequency Identification (RFID), BT Auto-ID addresses inefficiencies in existing operations and helps provide maximum competitive advantages.

BT Foodnet combines auto-id technology, including RFID and bar-coding with BT’s collaborative data exchange platform to securely deliver 24 hour real-time information over the internet, thus giving suppliers and retailers complete visibility of stock items from manufacturer to point of sale.

**Manage operational risk, security and business continuity**
Operational Risk Management
The ever increasing severity, complexity and frequency of threats on the network demands security expertise that is difficult and expensive to retain in-house. A managed services provider takes care of the operational and technology risks, enabling you to concentrate on business strategy and policies. This helps you benefit from global best-practice and a depth of expertise that any one company acting alone would find difficult to match.

BT provides a full suite of security services – from managed digital identity and anti-virus to operational risk assessment and fully managed security – to some of the worlds largest and most security sensitive organisations.
Establishing best service for your customers

Customer service, rather than product features, is increasingly becoming the key competitive differentiator between consumer brands. In this customer-oriented world, the contact centre is the hub of the customer’s relationship with the manufacturer.

BT is its own best practitioner in contact centre and advanced routing technique implementation, which has led to improved service for 18 million BT customers as well as significant cost savings.

BT multimedia contact centre solutions can help FMCG companies:
- Consolidate and virtualise existing centres
- Address future requirements
- Revolutionise the customer experience

Business Transformation

BT’s Transformation Solutions

Mergers and acquisitions result in the need to integrate disparate data networks. If not carefully planned, it can take years to achieve full integration. Major integration projects coupled with continuous day-to-day operational challenges can dominate the IT management’s agenda at the expense of more strategic programs.

BT’s IT Transformation Services includes a full portfolio of the transformation services from hosting to full scale data centre management including the transfer of people and assets. These services help enable the CIO to maintain operational agility and focus on initiatives that more directly affect bottom line results.

Contact Centre Management

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Enabling Collaboration

Unified Communications and Collaboration

Unified Communications streamline multiple communication channels, taking collaboration to a new level and helping you:
- Increase flexibility to bring together dispersed project teams and employees
- Ensure more effective communication
- Empower individuals to collaborate effectively
- Improve customer service management
- Maximise employee productivity
- Increase speed-to-market through faster decision making
- Reduce operational cost

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Find out more

In BT, we believe that all aspects have to be in place people, systems and technology to create a powerful global enterprise.

To learn more about how collaboration and supply network optimisation can transform the efficiency of your business and help you prepare for tomorrow, please contact your BT account manager or visit www.bt.com/fmcg.