

Gruppo Cremonini

Moving to a modern cloud-based communications network simplifies intercompany communications across a multinational business.

Founded in 1963, Gruppo Cremonini is an Italian multinational company based in the province of Modena, active in three business areas of the food sector; production, distribution, and catering.

The group employs 18,500 people, and operates 16 production plants, 55 distribution centres and approximately 400 catering outlets. It has a strong presence in Russia, the UK, and several African countries, as well it manages a distribution network of food products spanning more than 50 countries.

CHALLENGES

A few years ago, Gruppo Cremonini felt the need to modernise the group's offices in Italy, especially the ones that relied on traditional telephone switchboards (PABX), which had become obsolete. The group conducted a careful analysis of the solutions available on the market with the goal of updating its communications infrastructure.

The company considered three options: 1) replacing the existing PABX with more modern ones, aware that the problem of obsolescence would arise again, 2) move to a hybrid system or, 3) move to a full cloud solution.

ACTION

Gruppo Cremonini chose the Alcatel-Lucent Enterprise cloud solution, not only for the economic aspect, but also for its adaptability and flexibility over time with respect to the Gruppo's growth plans. The project started with the implementation of a VoIP solution to solve the lagging communications issues impacting the catering division, and quickly turned into a group solution for more than approximately 400 locations.

As a next step, the company is focused on the introduction of a suite of collaboration tools with fixed/mobile integration, and the possibility of integrating ALE solutions with the CRM and management systems. This project is aimed at speeding up and simplifying business processes from an operational point of view.

PRODUCTS AND SOLUTIONS

[Alcatel-Lucent OpenTouch® Enterprise Cloud](#)

[Alcatel-Lucent 8018 and 8068 Cloud Edition DeskPhones](#)

[Alcatel-Lucent 8232 DECT Handsets](#)

[Alcatel-Lucent Antennas 8378 IP DECT](#)

[Alcatel-Lucent OpenTouch Fax Center](#)

[Alcatel-Lucent OmniSwitch® 6350 Gigabit Ethernet LAN Switch](#)

Customer Story

MARKET: FOOD PROCESSING

DEAL IMPLEMENTED: S2018

2019-2020-2021 ONGOING

COUNTRY: ITALY

NUMBER OF USERS: 2500+

COMPANY: GRUPPO
CREMONINI

“Thanks to the adaptability and flexibility of the ALE solution, we dramatically improved the communication of our catering division. That success led us to turn it into a group solution for over 400 sites.”

Andrea Zanaglia, Energy Manager

RESULTS

Technical Benefits

- VoIP network enables efficient intercompany communications
- Modern network simplifies management for fast and efficient device configuration
- Cloud solution enables flexible growth to add more users across all divisions

Financial Benefits

- Cloud-based solution minimises cost
- Cloud model provides flexibility for growth, reducing activation costs and turn up time at new sites

User Experience Benefits

- VoIP network brought company into modern era
- All employees use the same solution with a unique user experience across each department based on site and activity
- IP DECT solution enabled mobile services within the catering outlets

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