

CASE STUDY

With BlueJeans Gateway, Pernod-Ricard accelerates the process of connecting each of its Meeting Rooms to Microsoft Teams

One of the secrets to Pernod-Ricard's success is its decentralized approach to management. The wine and spirits giant believes that by giving its 85 global subsidiaries autonomy, they can work more closely with customers and maintain brand identities.

Based in Paris, Pernod-Ricard owns brand portfolios as diverse as Absolut Vodka, Ricard pastis, Chivas Regal and Jameson whiskies, Beefeater gin, Martell cognac. Mumm and Perrier-Jouet champagnes and Jacob's Creek and Campo Viejo wines. It also has companies that are responsible for setting overall strategies for brands. With such a large pool of autonomous companies, it is critical for Pernod-Ricard to keep open communications among its entities and 19,000 employees to ensure the implementation of its group strategy.

To boost collaboration among its highly dispersed teams, the company rolled out video conferencing systems in its offices around the globe. However, it then started exploring the potential of Microsoft Teams. It decided to adopt this technology as its sole collaboration and communication platform to eliminate the complexity of having multiple video conferencing systems.

"We are a significant Microsoft user. Our IT backbone is based on Microsoft products. All our collaborative work is based on Microsoft services, especially Office 365," says Antonio Eguizabal, Pernod-Ricard's Head of IT Operations Global Services. "So, we made a decision one year ago to make Teams our default collaboration and communication tool."



Industry: Beverage

Challenges: After rolling out Microsoft Teams as its main collaboration platform, Pernod-Ricard had to find a way to connect its hundreds of video conferencing rooms and devices to Teams meetings.

Solution: The company deployed BlueJeans Gateway for Microsoft Teams to allow its existing conference rooms to seamlessly link to Teams.

Results: Through BlueJeans Gateway, Pernod-Ricard has enabled each of its up to 400 existing meeting rooms to connect to Teams meetings in a matter of minutes, saving time and money.

19,000 employees can run Teams meetings using current rooms and devices — and join with the touch of a button, eliminating delays and increasing productivity.

“If we had to replace all our meeting rooms and get new devices that are Teams-compatible, it would have taken us more than a year. So we saved not just in terms of hardware costs, but also time, money, and effort to replace our devices. The benefits of that are amazing.”

– ANTONIO EGUIZABAL, HEAD OF IT OPERATIONS GLOBAL SERVICES, PERNOD-RICARD

But that led to another problem: how would the company link its hundreds of standards-based meeting rooms and devices to Teams?

Replacing its existing hardware with Teams or Teams-certified devices would have been extremely costly and time-consuming. Eguizabal and his team wanted to use the current infrastructure as long as possible.

Finding a Gateway to Teams

Eguizabal looked at solutions that would allow Pernod-Ricard's existing devices and conference rooms to connect to Teams meetings. Being a long-time BlueJeans customer and knowing how well the company's solution for cloud video interoperability (CVI) worked, he chose BlueJeans Gateway for Microsoft Teams.

“The architecture of the BlueJeans solution is aligned with our model, which is cloud-based,” says Eguizabal.

The solution's ability to support any type of video conferencing hardware also mattered to Eguizabal because his company was using nearly all brands of such devices. BlueJeans Gateway interoperates with thousands

of room system configurations — from Poly and Lifesize to Cisco — enabling any organization to optimize its use of existing hardware.

“And our level of confidence in BlueJeans was such that, when they said that a tool was working fine, we would trust them and verify that it was indeed working,” adds Eguizabal. “They have always been there when we need technical and other support.”

Enabling Easy and Quick Connection

Pernod-Ricard deployed BlueJeans Gateway for Teams in mid-2020 — a process that took only minutes for each of up to 400 meeting rooms and required no additional hardware investment.

“We requested to be connected, and they enabled that and gave us network access devices and credentials. We then gave our permission as an admin for our Office 365 tenancy, to set up the integration. And that was all done in minutes,” says Eguizabal.

BlueJeans Gateway provides everything Pernod-Ricard needs to set up and join Teams meetings using its existing room systems. Based purely on a software as a service

model, the solution does not require extra infrastructure or long-term project management.

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Staff members are happy to have the ability to easily join Teams meetings using their existing rooms and hardware. Regardless of their room systems, 19,000 employees can now join meetings with the touch of a button, eliminating delays in getting on a video conference and helping make meetings more productive.

Importantly, BlueJeans Gateway has enabled employees to join Teams meetings from any device — whether they’re working from home or the office. This has allowed them to continue to communicate and collaborate regardless of their work setup during the coronavirus pandemic.

Not surprisingly, the pandemic and social distancing measures have greatly accelerated the company’s adoption and use of collaborative platforms such as Teams. According to Eguizabal, Pernod-Ricard was fortunate to have the ability to quickly shift to remote work with the help of these tools.

“The usage of such tools multiplied by two or three, and we continue to extensively use these platforms. In some ways, the pandemic has forced everybody to use technologies like Teams to keep working despite disruption,” he says. “They’ve realized that there’s no reason they can’t keep doing what they’ve been doing remotely.”

Taking Employee Collaboration to the Next Level

With Teams now fully rolled out and integrated with BlueJeans, Pernod-Ricard is moving to the next stage in its journey to becoming more collaborative: using Teams’ advanced capabilities.

As the company deepens its use of Teams, it anticipates it will need to work with BlueJeans more closely.

“We expect to increase our number of Gateway licenses every year,” says Eguizabal. “We’ll keep using Gateway to ensure our existing meeting rooms and video conferencing capabilities can continue to connect to Microsoft Teams seamlessly.”

ABOUT PERNOD-RICARD

Pernod-Ricard is one of the world’s largest makers of wines and spirits. It owns many of the most prestigious brands of alcoholic beverages — from Absolut Vodka, Ricard pastis, Martell cognac, and Jacob’s Creek wines to Ballantine’s, Chivas Regal, Royal Salute and The Glenlivet Scotch whiskies. Based in Paris, France, the company has offices and subsidiaries in more than 85 markets, and about 19,000 employees. It came about through the merger of spirits companies Ricard and Pernod in 1975.