

CASE STUDY

Suntory Drives Digital Meeting Engagement with BlueJeans

The global IT team at Suntory is responsible for investigating ways to simplify and modernize company-wide communication. Like many enterprise companies, they have both conference rooms and individual workspaces, which have previously been outfitted in various manners. In addition to teleconferencing systems, Suntory had been using Skype for Business for internal desktop communication, and meeting rooms were equipped with Cisco and Polycom endpoints. Unfortunately, cross-platform integration did not work well.

Unifying Multiple Communication Platforms

When Japan-based Suntory acquired Jim Beam, they had difficulty integrating the company's communications ecosystem. Integrating established rooms meant traversing firewalls so corresponding IP addresses could line up one to one. A time consuming process, it resulted in dropped connections and failed attempts to coordinate users. "We had pre-arranged video calls for specifically equipped rooms, but if the corresponding parties couldn't find a pre-tested room—with similar equipment—we had to postpone the call," explained Owen Devitt, Global BlueJeans Rollout Project Lead.

If the back end IT was difficult to manage, the front end consisted of multiple failure points, which confused and frustrated users who unplugged wires and tinkered with room equipment. "Every morning, IT personnel found the equipment configured differently than intended," Devitt said. IT teams were brought in to not only fix recurring equipment issues, but to supervise and ensure meetings went smoothly.



Industry: Retail/Beverage

Challenges: Burdened by time consuming room system set up and troubleshooting.

Interfaced with different communications ecosystems, as companies are acquired.

Solution: Eliminated room connectivity issues and simplified management with BlueJeans.

Results: BlueJeans supports high quality, dependable meetings that are easier to support, manage, and troubleshoot than on-premise hardware.

BlueJeans users have reached critical mass thanks to ease-of-use and reliability.

I really like the concept of having my very own meeting space that I bring with me wherever I go. BlueJeans has made video conferencing just like electricity—just turn it on and it works.

– OWEN DEVITT, GLOBAL BLUEJEANS ROLLOUT PROJECT LEAD, SUNTORY HOLDINGS

Combining Video, Audio and Web Conferencing

Though traditional teleconferencing had been part of their past, Suntory demanded quality video meetings to build international relationships and overcome communication barriers. However, this required a new solution—one without intricate, on-premise infrastructure. “We’re not doing on-premise anymore; we don’t want the hassle of installing and managing it,” Devitt contended.

BlueJeans is more simple than other solutions, and it was easy to set up. Once the BlueJeans cloud became Suntory’s central hub, the one-to-one connectivity issues went away. “With BlueJeans, there’s only one connection to resolve, not 100 separate connections. We have much more confidence that it will work,” said Devitt.

Communicating Globally with Modern Flexibility

The BlueJeans service model provided Suntory with the flexibility to optimize usage across time zones. Besides delivering modern video conferencing, BlueJeans reduced IT support requirements, preparation time, and troubleshooting, while delivering consistent reliability. Finally, it connected virtually any device to meetings. For example, BlueJeans allowed users connecting via smartphones to transition to a conference room—without ever leaving the meeting.

For users, the BlueJeans interface proved intuitive, alleviating the frustrations common with previous solutions. “There was a time when using video conferencing required specific training,” observed Devitt. Setting BlueJeans up to be the accepted standard, IT personnel offered small group education sessions and developed in-room, instructional posters. To further simplify in-room meetings, the IT team is exploring BlueJeans Rooms, which integrates calendar applications, conference room systems, and tablet computers to make joining a BlueJeans meeting easy and automatic.

ABOUT SUNTORY

Founded in 1899, Suntory Group is among the world’s leading consumer products companies, offering a portfolio of beverages with sales of \$19.2 billion (2017). Its alcoholic beverage business encompasses whisky, beer, wine, and ready-to-drink brands. In 2014, Suntory acquired Beam Inc. to form the world’s third largest premium spirits company, Beam Suntory. Its non-alcoholic beverage business is expanding internationally, including New Zealand’s Frucor Group, France’s Orangina Schweppes Group, as well as the Lucozade and Ribena drink brands. Suntory Group operates in Asia, Europe, the Americas, and Africa.