

## Insight Helps the Kellogg Company Embrace Digital Transformation and Become a More Agile, Collaborative Modern Workplace.

The Kellogg Company is a manufacturer and marketer of ready-to-eat cereals and convenience meals. Based across EMEA, US and Asia, Kellogg's products are manufactured in 18 countries and sold in over 180.



### The Challenge

The Kellogg Company had big plans to change the way they worked across their European sites. They wanted to embrace the shift to a more modern workplace with unified communications, but didn't have the necessary tools or support in place.

With a large number of sites using outdated technology, Kellogg's were experiencing high internal expense claims as employees had to travel further afield to communicate effectively. Although meeting solutions were in place, the technology was clunky and unable to provide teams with the level of communication they needed to be effective.

Kellogg's wanted to introduce a new initiative - 'Brilliant the Basics' - focussing on getting the right tools in place for their teams, in order to improve their productivity. A substantial investment into the business infrastructure was needed and a wider cultural change had to be embraced.

With so many different requirements across sites and countries, there were a lot of elements to manage – and with limited IT support within the countries, the Kellogg Company needed a partner that they could trust.



### Quick Overview

The Kellogg Company wanted to transform their European business and introduce tools across all sites to create agile workspaces, enable unified communications and enhance productivity. To help them achieve this, Kellogg's needed a partner that could work to tight deadlines and guide them towards the right solutions.

Insight was fundamental in supporting the Kellogg Company in reviving their PC, screen and laptops, as well as creating a future-proof infrastructure for their modern workforce.

"We've actively encouraged building a long-term partnership after calling upon Insight on numerous occasions...they literally rolled their sleeves up and started work."

Stephanie Roddy, EMEA IT Manager The Kellogg Company



## The Solution

Due to the planned cultural changes within the Kellogg team, many elements needed to be considered and managed. Project Trillogy focussed on 3 key areas: the meeting rooms, hardware and voice technologies. Insight played a key role in sourcing, configuring and delivering the PC's and screens as part of this transformation. As the IT support within countries was limited, the support that Insight provided was vital to the project's success.

The first step was to refresh the outdated PCs and laptops across Europe. Insight worked with the Kellogg's team to purchase and store a number of laptops, so they could work through the refresh process across all sites. This partnership meant that the Kellogg's team could control ordering, maintain a clear view of stock and manage the rollout accordingly. As Insight was able to provide knowledge around the countries' individual requirements for implementation, the entire process was seamless.

To ensure the disruption of refreshing the hardware was kept to a minimum, the set-up of all laptops for each site was completed by Insight before the laptops were sent to the location. This resulted in less downtime and a smoother transition to the new PCs and laptops. Once delivered, they were ready to use and could be rolled out locally.

With up-to-date PCs, screens and laptops in place, it was possible to start using other collaboration tools such as Skype for Business. This allows for more effective communication and one click to join meetings. Not only does this save employees time – it also makes unified communications possible across the Kellogg's business as a whole.



## The Benefits

By purchasing all Lenovo laptops in one go, Insight was able to store them so the Kellogg Company could avoid any fluctuations in cost. This resulted in a significant business saving.

Insight's set-up for each laptop cut employee downtime substantially when switching to a new laptop, from a full day to around 15/20 minutes.

Unified communication tools, enabled through the new PCs, has reduced costs by minimising unnecessary travel and making collaboration more effective.

Teams can now work from anywhere, in an agile workspace that boosts business productivity.

"We utilised Insight's expertise to ensure success of the project, especially with the different country requirements and tight timings."

Lesley Salmon, CIO The Kellogg Company

## The Results Highlights



Insight bonded Kellogg's Lenovo laptops, avoiding any fluctuations in cost.



Increased the turnaround rate of re-imaging from 5 machines per day to Insight completing 80 per day.



Reduced employee downtime switching to a new machine from all day to just 15/20 minutes.



Reduced business costs for travel as unified communication tools support effective communications on a global scale.

**Manage today. Transform for tomorrow.**

uk.insight.com • 0844 846 3333