

Burger King Corporation Using Cisco IP Communications Solutions to Move into the Future



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— Rafael Sanchez
Chief Information Officer,
Burger King Corporation

By implementing a Cisco IP Communications solution at its new headquarters in Miami, Burger King Corporation (BKC) has been able to reduce the number of networks the company has to manage, while simultaneously setting the stage for ongoing productivity enhancements and cost savings.

For Rafael Sanchez, the company’s chief information officer (CIO), the construction of the new headquarters building provided an ideal opportunity to take a revolutionary step in communications infrastructure. “Most CIOs talk about IP Telephony and convergence; I’m fortunate that I had the business necessity to jump right in,” he says. “I thought, ‘If I’m going to make a major investment, why make it with an old technology?’”

The Challenge—Establish a Communications Network at a New Location

When executives at BKC began planning new corporate offices in Miami, Sanchez knew he had to decide on a communications strategy. “When you have a new building, you have to wire it,” he says. “But were we going to have separate voice and data networks with all the related hardware and software they’d require? I realized that this was a perfect time to go to IP Telephony.”

The Solution—Data, Voice, and Video on One Network

Many years of experience with Cisco data networks convinced Sanchez to turn to Cisco Systems for the converged network in his new building. “When we select a vendor, we look at their ability to align to their customers’ needs—their engineering support and customer-focused solutions. We also look at the strength of their management,” he says. “We were very committed to Cisco in data and were convinced they would be there for us in the long term. You can rely on Cisco to continue to invest in and improve the technology.”

Working with Cisco, a Cisco Channel partner, and his own staff, Sanchez chose Cisco IP Communications technology and a solution that includes a variety of Cisco switches and routers, Cisco PIX® Firewalls, Cisco CallManager, Cisco IP phones, Cisco IP video conferencing, Cisco IP Contact Center software, and Cisco Aironet® wireless access points. “We wanted to design the network with the future in mind,” he says. In fact, what began as a network design for one building worked easily for two when business requirements changed. In the near future, Sanchez expects to extend the network to all worldwide locations.

The Results—A Reliable, Easy-to-Manage Platform for Growth

Sanchez is already impressed by the reliability of the new Cisco network. “We’ve been up for several months already and have had no outages,” he says. “When you transition to a new facility, you expect outages, so this is an outstanding testament to the sophistication of the technology.”

There are other benefits as well, Sanchez explains. “There’s only one infrastructure to manage—instead of separate networks for voice, data, and video—and one set of skills to train on. That increases our efficiency.” Adding, moving, or changing telephones—which can be costly and time consuming for an enterprise with 900 employees already on the network—has been greatly simplified. The new network has also improved the reliability of the telephone service. “Prior to the installation of the Cisco network, I could never build the same kind of redundancy into the voice arena that we had for data,” Sanchez explains. “The Cisco IP Telephony solution provides the redundancy that’s missing in a traditional PBX solution—and at a considerably lower cost.”

Cisco IP Communications solutions are improving productivity at BKC’s contact centers as well. Incoming calls are now received by an IP interactive voice response (IVR) solution, which allows callers some self-service options and helps to ensure that each call is routed to the most appropriate agent.

Sanchez is considering several new IP applications that will further enhance productivity. “We have 30 to 40 conference rooms and more than 100 meetings a day,” he says. “I’d like to put a conference room scheduling application right on the phone.” He would also like to offer BKC personnel the ability to check airline flight status through the phone system. But these are just the beginning, according to Sanchez. “The future for us is to be able to deploy IP-enabled applications and benefit from toll-bypass—at all of our locations.”

Why Cisco?

“When I think about networks and data transmission, I think about Cisco,” Sanchez says. “I have worked with Cisco for most of my career, and in terms of the overall quality of the products—and the ability to deliver new technologies—they have consistently delivered with their products and services.”



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