

## CASE STUDY

### SECTOR

Manufacturing

### SERVICE

Managed SD-WAN

Professional Services

MPLS

DIA

Broadband

# BARRY CALLEBAUT + GTT

**ACCELERATING DIGITAL TRANSFORMATION**





When looking at SD-WAN providers, we knew we needed someone with the reach and expertise to securely and reliably connect to even our most remote locations in developing countries.”

**STEVEN VANDAMME**

**CHIEF INFORMATION OFFICER AT BARRY CALLEBAUT**

# **BARRY CALLEBAUT TRANSFORMS ITS NETWORK *WITH* GTT MANAGED SD-WAN**



**World's leading manufacturer of high-quality chocolate and cocoa products Barry Callebaut, serves clients across 137 countries.**

The global producer of chocolate selected GTT's Managed SD-WAN for its fourth-generation wide area network. The result is a simplified, agile and efficient network that enables Barry Callebaut's cloud-first strategy and improves many aspects of its global operations.

## **SOLUTION HIGHLIGHTS**

- **Transition to fourth-generation network**  
Upgraded from a hybrid MPLS network to a flexible and reliable software-defined architecture
- **Control and collaboration**  
Increased visibility and control using the EtherVision portal and VMware orchestrator

## • **Fast transformation**

Global transformation of 130+ sites across six continents, completed six weeks ahead of schedule

## • **Win/win**

Increased available bandwidth by 77% while lowering total cost of ownership considerably

## • **Comprehensive Professional Services wrap**

Designated team offering tailored program, project, technical and assurance support

## **KEY STATS**

- Number of countries selling to: 130+
- Size of workforce: 12,000 employees
- Annual sales revenue: \$7.87 billion
- Production factories: 60+

## **CASE STUDY**

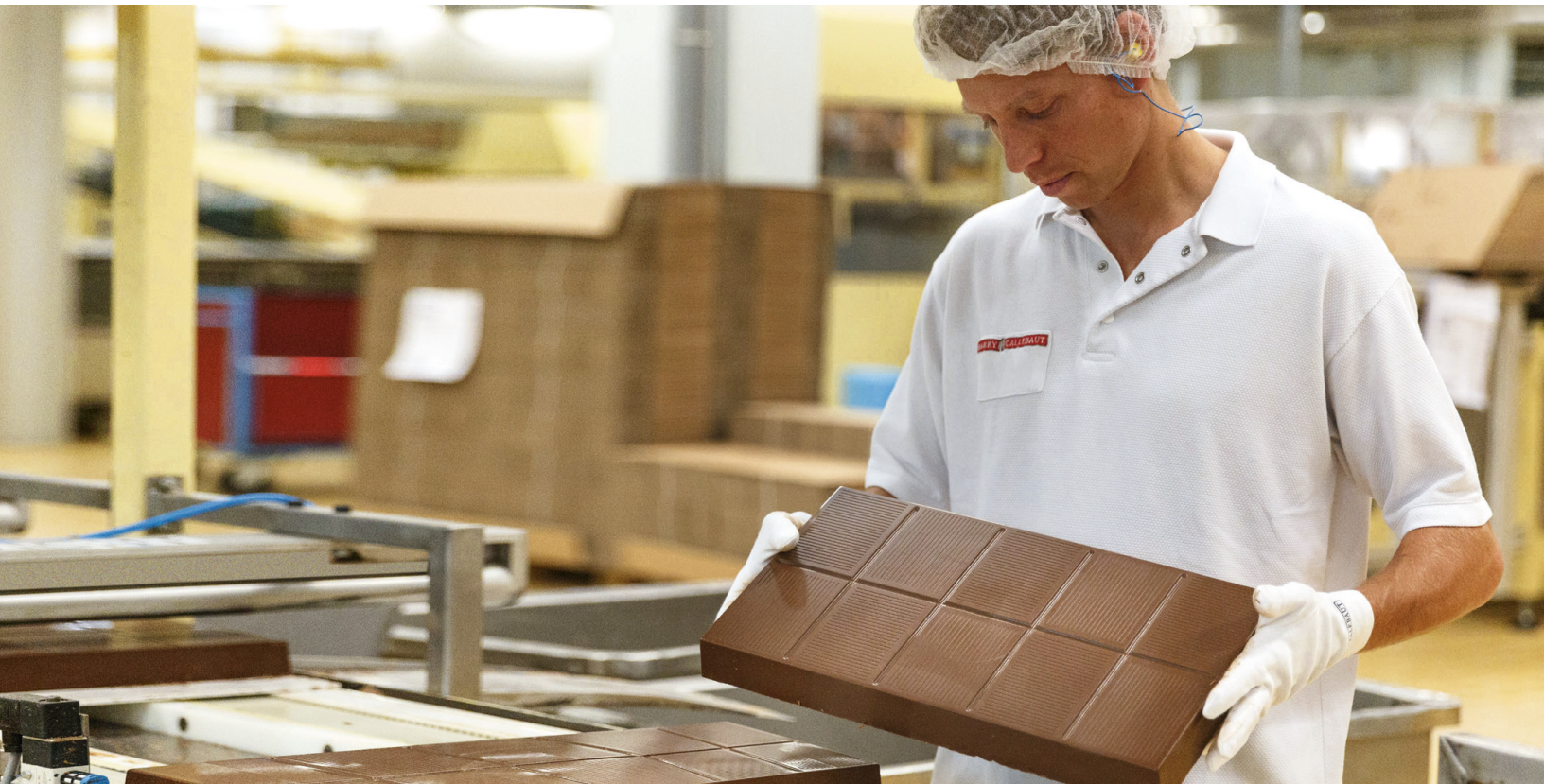


TOTEM POLE TECHNOLOGY



With over 175 years of chocolate heritage, Barry Callebaut produces high-quality chocolate and cocoa products for clients around the world. It serves businesses of all sizes, from global to local, including food manufacturers, hotels, caterers and more. With a sales volume of 2.2 million tons a year, Barry Callebaut is present in one out of every four chocolate products in the world.

Barry Callebaut relies on its network to connect its different factories and locations, facilitate intercompany collaboration and maintain a universal standard of operations. This helps its operations to run smoothly. With a wide distribution of sites around the world, the company requires a global connectivity provider experienced in managing global networks with the ability to find the best local access partners to connect even the most remote locations.



## THE CHALLENGE

### Global WAN evolution

Barry Callebaut is the heart of the chocolate and cocoa industry as the world's largest wholesale supplier. It is constantly expanding and innovating, leveraging technology throughout all aspects of its business. Whether it's creating the world's first personalized 3D printed chocolate at scale or documenting a cocoa bean's entire journey from seed to finished chocolate bar, Barry Callebaut depends on reliable and secure connectivity.

The chocolate producer needed to evolve its wide area network to help advance its digital and cloud-first strategy. This new next-generation network is labeled by Barry Callebaut as its fourth-generation wide area network.

The network needed to be smart, secure, agile, cost efficient and capable of scaling with an ever-evolving array of business-critical cloud applications. Barry Callebaut required a service provider that could demonstrate an understanding of its complex global operational needs, with the ability to support its IT and business objectives.

"We are committed to expansion, innovation, cost leadership and sustainability. Our network needs to underpin and enable these key business drivers," said Steven Vandamme, chief information officer at Barry Callebaut. "It also needs to help advance our digitalization by supporting the performance of the SaaS business applications we depend on."

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## CASE STUDY





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**STEVEN VANDAMME**  
**CHIEF INFORMATION OFFICER**  
**AT BARRY CALLEBAUT**



## THE SOLUTION

### A next-generation network

The discovery process involved several stages, starting with a proof-of-concept, followed by a three-site pilot across Africa and Europe. After a thorough diligence process, Barry Callebaut ultimately chose GTT’s Managed SD-WAN, coupled with its Professional Services package, to help transform its current network and establish its fourth-generation global WAN.

“When looking at SD-WAN providers, we knew we needed someone with the reach and expertise to securely and reliably connect to even our most remote locations in developing countries,” explained Vandamme. “GTT’s Tier 1 IP backbone and access reach is able to securely and efficiently connect our office and production facilities around the world and take our business to where our suppliers are located as well as extend our market reach. We value having GTT as our one provider that handles all our networking needs.”

### A modern WAN architecture

GTT implemented Managed SD-WAN at over 130 Barry Callebaut sites. The SD-WAN solution integrates VMware SD-WAN technology with GTT’s industry-leading global Tier 1 internet backbone that connects to six continents, providing private and direct cloud connectivity. GTT’s SD-WAN also enhances the performance of business-critical and supply chain applications for Barry Callebaut.

Most of the manufacturer’s sites feature dual connectivity with a mix of Dedicated Internet Access (DIA) and Multiprotocol Label Switching (MPLS) links, ensuring continuous connectivity should one line fail.

### Professional Services

The inclusion of GTT’s comprehensive managed network solution with Professional Services ensures a consistent global service experience for Barry Callebaut. It benefits from collaborative support and ownership across all project stages, from plan and implementation to ongoing assurance and service management.

GTT has a team of dedicated operational and technical experts providing a seamless, intuitive and personalized experience. Barry Callebaut has engaged with GTT’s designated team to support its Program, Project, Technical and Incident management requirements relating to the worldwide deployment and operation of its fourth-generation network.

“The GTT team works as an extension of our in-house IT team. We have effectively collaborated to ensure the integrity of the solution and are continuously making sure the solution aligns with our business goals,” shared Vandamme.



## CASE STUDY



## THE BENEFITS

### Increased control

The GTT Managed SD-WAN solution provides Barry Callebaut with enhanced automation and centralized management capabilities for improved application performance. Additionally, GTT's EtherVision portal provides Barry Callebaut with greater visibility and control functionality across its entire network.

### Cost efficiency

The Managed SD-WAN solution lowers Barry Callebaut's total network cost of ownership.

"Our cost per MB has been reduced by 66%, and at the same time, we've increased the available bandwidth across our global network by over 77%, upgrading connectivity at more than 130 of our sites," shared Vandamme.

Barry Callebaut is reinvesting the cost savings in revenue growth initiatives and accelerating its digital journey.

### Borderless collaboration

With Barry Callebaut's more than 12,500 employees spread across over 130 countries, virtual collaboration is vital to its operations. Using GTT's network to reliably connect to Google Meet, the company makes over 25,000 high-quality video calls each week.

### A smooth rollout

GTT's Professional Services team managed the design, configuration, delivery and assurance of the solution across Barry Callebaut's global footprint, completing the 18-month deployment six weeks ahead of schedule. The end-to-end managed solution offers an enhanced customer experience ensuring all aspects of the solution are integrated and optimized with security in mind.

"Partnering with the GTT Professional Services team has provided a great project outcome with seamless teamwork between companies and across geographies," shared Vandamme.

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TOTEM POLE TECHNOLOGY

## THE CONNECTED FUTURE

### Industry innovator

Barry Callebaut will continue to drive its market leadership in the wholesale chocolate and cocoa industry through innovation, expansion and sustainability. Efficient supply chain management and production will be key success factors. This means technology, specifically network connectivity, security and performance, will continue to play an important role in the achievement of Barry Callebaut's market ambitions.

"Through the collaboration with GTT, we have been able to design and build a simplified, agile and efficient network to enable our cloud-first strategy, improving many facets of our global operation from supply chain management to employee productivity," commented Vandamme. "GTT offers us flexibility together with a solid track record of delivering reliable global network solutions, and it is this balance that makes GTT an ideal partner that aligns with our innovative culture."

## ABOUT GTT

GTT is a managed network and security services provider to global organizations. We design and deliver solutions that leverage advanced cloud, networking and security technologies.

We complement our solutions with a suite of professional services and exceptional support teams in local markets around the world. We serve thousands of national and multinational companies with a portfolio that includes SD-WAN, security, Internet, voice and other connectivity options. Our services are uniquely enabled by our top-ranked, global, Tier 1 IP backbone, which spans more than 260 cities on six continents.

The company culture is built on a customer-first service experience reinforced by our commitment to operational excellence and continuous improvement in our business, environmental, social and governance practices.



For more information

Americas +1 512 592 4858

EMEA +44 020 7489 7200

APAC +852 8107 1088

[www.gtt.net](http://www.gtt.net)