

Diageo's  
North American  
headquarters  
Norwalk, CT



## Diageo utilizes wireless solution to make its employees more efficient

As the world's leading premium alcoholic beverage manufacturer, Diageo features an outstanding line of spirits, wines and beers, including Smirnoff, Johnnie Walker, Guinness, Baileys, J&B, Captain Morgan, Cuervo, Tanqueray, Beaulieu Vineyard and Sterling Vineyards.

Listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO), Diageo trades in more than 180 markets around the world. It employs 23,720 people worldwide, with more than 1,300 personnel based in its North American headquarters in Norwalk, Connecticut.

### The Challenge

Employees in Diageo's North American headquarters had sporadic access to cellular and wireless Internet services. Personnel would frequently have to stand by a window to make important customer calls on their mobile phones, and they were often unable to receive e-mail on their smartphones because of the poor wireless coverage in the building.

Diageo wanted to make its employees more efficient by providing real-time, reliable and constant access to information within its Norwalk facility. The company wanted to implement a flexible, broadband wireless infrastructure that could support a variety of wireless networks, including: 3G/4G, two-way radio, and fire/life/safety.

### The Solution

Diageo engaged IBM Global Services – Integrated Technology Services to deploy a broadband solution from

#### Objective:

To enable constant, reliable wireless connectivity for a wide range of devices, including cell phones, smartphones, laptops and two-way radios, inside the Diageo North American headquarters.

#### Benefits:

- Enhanced interpersonal communication with uninterrupted 3G/4G service
- Employees maintain constant communication with other personnel and clients, no matter where they are in the building
- Mobility throughout the entire facility with uninterrupted access to communication networks
- Two-way radio communication and fire and safety communications
- Future-ready to meet Diageo's potential wireless needs

Black Box Network Services (BBNS). BBNS' distributed antenna system (DAS) is a broadband infrastructure that provides a full range of wireless signal coverage to ensure seamless mobility, communication and real-time access to data. The solution provides access to a number of wide area network (WAN) services, including cellular service, paging capability, two-way radio service and first responder technology.

Diageo chose BBNS' broadband solution because it could scale to meet the company's short and long-term needs. In the short term, as the number of users accessing the various wireless networks changes, the system responds to provide the appropriate wireless network capacity at the exact place and time it is needed, ensuring that Diageo always has enough bandwidth. Over time, the solution also can expand to accommodate Diageo's growing business needs.

Currently, all of Diageo's employees use the various wireless networks provided by this solution – most commonly the 3G/4G networks for mobile phone users. The solution is connected with several national cellular providers, including T-Mobile, AT&T, and Sprint.

The IBM Integrated Technology Services team worked closely with BBNS to perform onsite surveys of Diageo's environment, as well as custom design and install the DAS to meet the Norwalk office's needs. The IBM team was also responsible for end-to-end management of this solution.

Black Box (NASDAQ: BBOX) is leading communications systems integrator dedicated to designing, sourcing, implementing and maintaining today's complex communications solutions. Black Box services more than 175,000 clients in approximately 150 countries with approximately 200 offices throughout the world.