

Case Study



Avanade helps Treasury Wine Estates Journey to the Cloud

TREASURY
WINE ESTATES



From Accenture and Microsoft

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Treasury Wine Estates Journeys to Cloud with Office 365 and Azure

Treasury Wine Estates (TWE) is a unique global wine company with a leading international portfolio of over 80 brands of new world wines.

From the establishment of Australia's Penfolds in the mid 1840s to the 1876 founding of Beringer Vineyards, a winemaking legacy that includes other globally recognised and awarded wines: Wynns Coonawarra Estate, Yellowglen, Lindeman's, Rosemount Estate and Wolf Blass.

With 11,000 hectares of vineyards, sales of 30 million cases of wine annually, and revenues of about AU\$1.7 billion, TWE employs more than 3,000 winemakers, viticulturists, sales, distribution and support staff across 16 countries. It is imperative that their communications and IT run smoothly to maintain their customer service promises as well as their operational competitiveness.

Business Situation

TWE decided to migrate its On-Premise messaging system to Exchange Online - the email component of Office 365.

The engagement was realised due to the TWE leadership's desire for their in-house IT team to utilise their expertise in more strategically valued activity. The removal of the commoditised mail management burden from the IT department thus freed these professionals to engage on higher valued projects.

Operationally, due to global reach, On-Premise Email system was distributed over TWE two major sites, to serve all users globally. Over 3500 mailboxes were migrated from data centres located in Melbourne and Napa Valley. Migrations were scheduled when local users were out of business hours, this was done to ensure minimal disruption from an end user perspective. TWE also required the migration to align with their desktop refresh project to Windows 7.

This was due to issues experienced with Windows XP during pilot phases plus allowed TWE to be up to date with latest version of Office productivity suite which ensures all capabilities are available to end users subscribing to Office 365.

Avanade's Solution

TWE searched for a global partner with a similar footprint and chose Avanade to help in preparing their environment for co-existence with Office 365 and to design and implement a migration plan to Exchange Online. Avanade listened to TWE's needs as well as understanding their future plans to present the best solution for the company in its competitive market.

TWE selected Avanade for their deep Microsoft expertise. The experience displayed by the team in setting up On-Premise co-existence technologies with Office 365 including Single Sign-On, DirSync and Exchange Hybrid Deployment ensured a quick turnaround for the customer going from pilot to production. This allowed

for the prompt consumption of Office 365 services by the organisation to enable the cost savings associated with moving to Office 365.

Utilising components of Avanade Connected Methods to formulate a migration plan and Avanade's assets to augment TWE's IT resources, the plan included the leverage of Avanade's Global Delivery Network during the execution phase of the migration project. The consumption of Avanade's managed services resources meant the project worked around the clock and during each country's downtime - hence minimising disruption to everyday business activity.

Results Realized

TWE saw immediate benefits of the project: 1) TWE's migration to Exchange Online increased mailbox size 50 times from previous average mailbox size reducing the need to archive and lose valuable time in searching for information. 2) They reduced their IT operating costs by removing on premise email hardware requirements. Especially beneficial was the notably reduced SAN storage, which resulted in cost savings and will now be recycled for other services. 3) Exchange Online also improved overall mail system availability and contributes to the competitiveness of the company.

Meanwhile TWE is prepared to activate and optimize other Office 365 technologies which will position the company as a more agile organization for future automation plans.

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Finally, Avanade through Office 365 has enabled TWE to introduce the most-up-to-date cloud-based Microsoft technologies and allow its employees to communicate, collaborate, and innovate with each other anytime, anywhere.

Since the success of the Office 365 project, TWE continues to engage Avanade to help optimize their Microsoft Platform investments, including the implementation of the web management system Sitecore, based on Microsoft Azure cloud, designed and built for mobile responsiveness for their website: www.penfolds.com. The new website has seen an eradication of what was hundreds of damaging and unplanned outages. The stability showcased by the new Azure cloud based implementation positively assists in the modernization and improvement of TWEs relationship and experience with its customer base, both users and clients.

“Avanade helped TWE migrate messaging and deploy Microsoft Office 365 in a short time frame while reducing risk to our end-users. Office 365 now enables us to scale further globally with great agility to grow our iconic portfolio of wine brands. Avanade has a deep understanding of the technology platform and brought to our organisation planning tools and IP that helped us scope, prepare and drive Release Planning, Scheduling, Communication Planning, Change Enablement and Service Introduction”

- Ash Peck, CIO, Treasury Wine Estates



About Avanade

Avanade helps customers realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 23,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com

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