



## Outsourcing for automotive giant

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Gilberto Ceresa  
CIO  
FIAT Group

To drive its business transformation, FIAT Group has outsourced its networked IT services to BT across the globe

### Client

FIAT Group is the largest industrial enterprise in Italy and one of the founders of the European motor industry. Today, it is a major international player. FIAT designs and manufactures cars, trucks, tractors, marine and aeronautical engines, and even space launchers. The group is active worldwide through five different business areas and operating companies that together employ over 180,000 people.

Gilberto Ceresa, CIO FIAT Group, recalls: “In 2005 we decided to re-focus our resources on our core business activities and chose to outsource all of the group’s business-critical communication services to a global provider. We selected BT because of its global reach and its successful track record in managing networked IT services for major corporations around the world.” BT was also considered to be the only global player with sufficient presence in the FIAT Italian heartland.

### Challenge

A pressing objective for FIAT is to improve manufacturing speed and flexibility worldwide, meaning that data flows around the business are mission critical. It needed an IT and communications infrastructure that would enable improved efficiency, and offer more flexibility and speed of response to help it succeed in competitive markets. Furthermore, the manufacturer’s advanced production facilities are reliant on the network so reliability and resilience are of paramount importance.

### Solution

Under the five-year €450 million contract BT manages FIAT worldwide networked IT services in over 40 countries and across all five continents. The solution is based on the BT global multi-protocol label switching (MPLS) platform, replacing seven independent networks formerly operated by different FIAT Group companies.

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## The BT differentiators

- BT’s global reach and its successful track record managing networked IT services for major corporations worldwide
- BT’s willingness to work flexibly and collaboratively with FIAT
- Attractive commercial offer with simplified administration through a single point of contact
- BT’s local presence and capability in Italy

# Case study

## FIAT Group

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**“The BT outsource solution has allowed FIAT Group companies to focus on core business and deliver efficiency gains and productivity improvement without needing to worry about the IT environment.”**

Gilberto Ceresa  
CIO  
FIAT Group

In just two years, BT consolidated services formerly delivered by over 100 telcos into a single service contract worldwide. Gilberto Ceresa observes: “With BT we have the advantage of a global solution from a single supplier, which avoids the complexity and costs of dealing with multiple service providers.”

Known internally as FUN (the FIAT Unified Network) the network provides connectivity to over 500 FIAT locations worldwide. This includes emerging market countries such as China, Brazil, India, Russia, and Poland as well as Australia, where FIAT has relocated part of its manufacturing operations and has strong commercial interests. In Brazil, FUN connects the Belo Horizonte plant; renowned for having the world’s largest car production output.

As well as the corporate wide area network BT provides FIAT with telephony services worldwide – either directly or through other carriers – as well as internet access services, telephone systems, and local LAN infrastructures. BT service management provides a single point of contact that enables FIAT to make new services rapidly available throughout the world against consistent quality standards.

### Offices worldwide

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Under the terms of the contract BT’s responsibilities extend to the implementation of service transformation projects. Examples include audioconferencing and videoconferencing facilities; IP telephony migration; remote access to support flexible working; and call centre services to further enhance customer service for FIAT.

The relocation of its international customer service centre provided the opportunity for FIAT to migrate to a hosted contact centre environment using a BT data centre in Italy, with fully resilient 34Mbps MPLS connections. The contact centre – which handles 480 telephone lines and has 470 workstations – uses mixed supplier technology integrated by BT to provide multi-channel capability supporting voice, web, video, fax, and email. Inbound calls are delivered by BT Global Inbound Services (formerly Contact Centre Service). BT call distribution offers skill-based routing to ensure that the most qualified available agent deals with each call.

Gilberto Ceresa observes: “BT was in the best position to fulfil our need for a reliable, and always available contact centre, with the flexibility to cost effectively add new services as we needed them.” The solution features high availability and full redundancy, with no single point of failure, to safeguard business continuity.

### Value

By outsourcing its networked IT services to BT the FIAT Group has been able to achieve significant cost reduction, while enabling customer service improvement and cast iron business resilience. There are many other examples of service enhancement and transformation.

The international customer service centre now operates six days a week and supports 12 different languages. It handles 875,000 inbound telephone calls, 140,000 outbound calls, and over 45,000 emails each year, all at enhanced levels of customer service. The solution is fully flexible and, because it is a hosted service, FIAT is able to avoid upfront expenditure and technology risk. The BT Global Inbound Service has helped FIAT reduce international call charges.

BT has helped FIAT begin the migration to IP telephony, routing voice calls over the global MPLS network to avoid national and international call charges. The FIAT Group’s Case New Holland business in the US has been an early adopter of this approach. At the same time, conference call services have improved collaboration and reduced both travel and ineffective time. Flexible working has been enabled through secure remote access services using the BT MobileXpress platform. For Iveco – the FIAT truck business – BT optimised and consolidated all of its business applications at a single server farm, to improve availability and resilience.

BT is now building a new network infrastructure that will connect over 1,800 FIAT automobile dealers located throughout Europe. This will provide enhanced access to FIAT Group global resources and allow dealers to take advantage of advanced CRM tools developed by the company. Gilberto Ceresa concludes: “The BT outsource solution has allowed FIAT Group companies to focus on core business and deliver efficiency gains and productivity improvement without needing to worry about the IT environment.”

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## Core BT Services

- Network IT services outsourcing and service management
- BT’s global MPLS network
- BT MobileXpress
- BT Global Inbound Services
- BT Conferencing services

