

How a global agriculture company unified voice for 40,000 employees

Challenges

- Years of acquisitions left the company with a **fragmented voice infrastructure**: multiple disparate systems, inconsistent employee experiences depending on which platform they were on, and data sitting in silos with no clean way to connect it.
- Managing that many suppliers also meant managing that many invoices and support relationships — complexity that scaled poorly and **cost more than it should**.
- The goal: **consolidate everything into a single unified voice platform, globally**. Since the company already used Microsoft Teams for meetings, Microsoft Teams Operator Connect was the logical foundation for the phone system.
- Given the scale, the project was structured in phases. **North America — nearly half of the worldwide user base — comes first**, and will serve as the template for subsequent rollouts across all other regions.

Solution

- Two factors made Pure IP the right choice for a unified global enterprise cloud voice solution via **Microsoft Teams Operator Connect**.
- First: **global footprint**. Pure IP can serve as a single voice provider across as many of the company's countries as possible — directly addressing the multi-supplier problem that created the fragmentation in the first place.

Overview

Customer: Global agriculture, chemical, and seed company

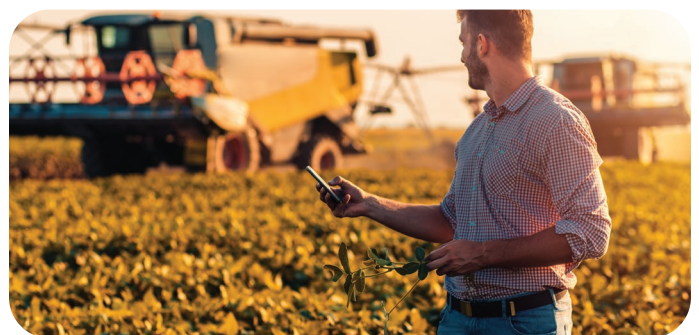
Industry: Agriculture

Scope: 2,750 call paths and 10,000 DIDs in North America, with plans to triple as project rolls out into 50+ countries

Solutions:

- Unified Integrations – Microsoft Teams Operator Connect

- Second: Pure IP's vendor-agnostic approach means all of the company's technical systems can be connected through the transition — including the **contact center, a business-critical function that can't be disrupted** while the broader migration is underway.
- The commercial model is built for this kind of rollout. Pricing is based on **concurrent call paths rather than users**, which keeps costs proportional to actual usage. The company is starting with **2,750 call paths and 10,000 DIDs**, with capacity expected to **triple over two years** as the system rolls out to all office locations worldwide.





Results

- Pure IP built the implementation plan **backward from the company's own target dates** – not the other way around.
- A **ramp pricing structure** gives the company volume cost advantages upfront while letting them control the pace of rollout across regions.
- The number of carriers the company has to actively manage **drops significantly**, which directly reduces telecom spend, simplifies billing, and collapses the support structure down to a single point of contact.
- For employees, the experience is **the same regardless of which country or office they're calling from** – a direct fix to the inconsistency that fragmented systems had created across 50+ countries.

