



How a termination notice forced a smarter voice strategy for a consumer health giant

Challenges

- **The company had already served termination notice to their national voice provider.** There was no going back — renewing would have meant recommitting to aging telecommunications infrastructure they were done with. They needed a replacement solution in place before the contract expired.
- That was just the US deadline. The longer-term goal was to migrate **40,000 employees across 63 countries** to Microsoft Teams Voice, with subsequent phases timed around contract expiration dates with remaining carriers worldwide.
- The replacement solution couldn't just replicate standard phone service. It also had to support **fax, and analog infrastructure — including doorbells and alarms** — across multiple sites.

Solution

- Large national carriers had the scale but not the **speed**. Smaller providers had the agility but not the **scope**. No other provider could meet the deadline, cover the full requirements, and stay the course through a worldwide rollout.
- **Operator Connect** handled the core voice migration. **Managed ATAs** covered faxing. **Managed SBC Services** covered the analog infrastructure: doorbells, alarms, and everything that couldn't move to cloud voice.

Overview

Customer: Global consumer health and hygiene product company

Industry: Consumer packaged goods

Scope: 63 locations, 40,000+ employees

Solutions:

- Unified Integrations - Microsoft Teams Operator Connect
- Global Voice - Managed SBC Services
- Solution Lifecycle Management

The Cloud Enablement team handled Teams tenant provisioning and configuration. Pure IP also provides ongoing Teams Voice end-user support.

Results

- All **6,000** phase-one users across six US locations were live on Teams in approximately **four months**. The legacy on-premises equipment is gone.
- The global rollout is underway. Completion in each region is tied to carrier contract expirations, the same approach that drove the US timeline. **Cost savings will compound** as each phase completes and more legacy infrastructure is retired.