



Panasonic Battery Sales Europe (PBSE), with its European headquarters in Brussels, Belgium, has awarded a contract to extend its existing communications infrastructure to BT Infonet. PBSE is a subsidiary of Matsushita Battery Industrial, part of the giant Matsushita Electric Industrial Co. Ltd., best known for its Panasonic brand. Focusing on sales and marketing of Panasonic batteries in Europe, PBSE, like all organisations competing in the fast moving consumer goods market, is faced with mounting competitive pressure set against a background of working with some of the largest retailers in Europe. Add to this the globalisation of business and the need for employees, particularly sales teams, to be abreast of all available internal information has never been greater. Taking stock of the prevailing market conditions, PBSE's Brussels-based IT department realised that urgent action was required to handle new requirements and swelling data streams.

The decision to use BT Infonet's services was founded in Panasonic's growing recognition of the market need for real-time availability. With sales teams and regional distributors located all around Europe, PBSE's sales and marketing staff also needed to communicate quickly and efficiently with the field sales organisations. The company's existing infrastructure was unable to support increasingly heavy communications demands, intensifying as the company grew and as new application requirements appeared like the SAP platform roll-out. In order to resolve the situation PBSE turned to BT Infonet, a world leader in communications, to develop a network capable of

supporting current and expected future demands. PBSE was provided with a one-stop-shop solution, consisting of a managed Intranet, Web hosting, Internet, DNS and Managed Firewall Services. The BT Infonet solution facilitates browser access to mission-critical ERP data, ensuring that Panasonic can maintain its excellent standard of customer service.

PBSE has been a BT Infonet customer since March 1998 with a network solution based on the BT Infonet Global Frame Relay and ATM services. Using the BT Infonet solution, PBSE has now linked its sales teams in Austria, Belgium, Czech Republic, Denmark, France, Germany, Hungary, Italy, Sweden, and UK to facilitate seamless information sharing between regional offices and selected local distributors.

The new PBSE network interconnects the central site in Groot-Bijgaarden with the sales and warehouse operations around Europe. BT Infonet is working with PBSE to migrate its network to a high-speed IP VPN MPLS based network with Classes of Service. This will enable Panasonic to differentiate their mission critical SAP data flow from the remaining traffic in the network.

The implementation of BT Infonet services has enabled PBSE's employees to utilise the full benefits of secure, swift information sharing. The company is also enjoying the professional, proactive support offered locally by BT Infonet. Renowned for quality, innovation and service within its industry, PBSE needed an effective communications infrastructure if it was to maintain its reputation. BT Infonet's combination of innovative services with local support has created the right solution for PBSE's current and future needs.

## About BT Infonet

Infonet Services Corporation, a member of the BT Group plc group of companies, known for its quality of service, is a leading provider of managed network communications services for multinational entities.

Employing a unique consultative approach, BT Infonet offers integrated solutions optimising the complex relationship between enterprise applications and the global network. Extensive project management capabilities are the foundation for the services and solution offerings (broadband, Internet, intranet, multimedia, videoconferencing, wireless/remote access, local provisioning, application and consulting services) positioning BT Infonet as a single-source partner for multinational entities. In particular, BT Infonet IP VPN solutions offer multinationals a unique combination of Private and Public IP services as well as a full set of Managed Security and Mobility Services.

Rated "Best in Class" overall in Telemark's survey of Global Managed Data Network Services, Infonet Services Corporation has also won "Best Customer Care" and "Best Carrier" at the World Communication Awards. Founded in 1970, Infonet Services Corporation owns and operates The World Network®, accessible from more than 180 countries, and provides local service support in over 70 countries and territories.

Additional information about Infonet Services Corporation is available at [www.bt.infonet.com](http://www.bt.infonet.com).

BT Group plc is a public limited company registered in England and Wales under registration number 4190816 with listings on the London and New York stock exchanges. Additional information about the company is available at [www.bt.com/aboutbt](http://www.bt.com/aboutbt).

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