

CASE STUDY

SECTOR

Manufacturing –
Consumer Packaged Goods

SERVICE

Dedicated Internet Access

FORTUNE 500 CONSUMER GOODS ENTERPRISE + GTT

Supporting worldwide innovation with continuous connectivity





We use GTT not just for the service, but for the great partnership. When we need new circuits or changes, they respond with a plan that's built around our needs, not just what's available. That makes a huge difference in our ability to deliver."

GLOBAL VOICE AND DATA SPECIALIST
FORTUNE 500 CONSUMER PACKAGED GOODS COMPANY

ICONIC CONSUMER PACKAGED GOODS MANUFACTURER DEPENDS ON GTT



SOLUTION HIGHLIGHTS

- Global bandwidth optimization
- Carrier diversity
- 6 continents
- 28 countries

KEY STATS

- Fortune 500 Consumer Packaged Goods company
- \$2.2 M+ in annual network cost savings
- 50+ Trusted brands
- GTT customer since 2016

A Fortune 500 CPG powerhouse, home to more than 50 iconic brands, chose GTT for dependable, high-speed managed connectivity across its global operations. With thousands of employees operating in facilities across the Americas, Europe, Asia Pacific and South Africa, this manufacturer relies on a robust global network infrastructure to drive efficiency, maintain continuous production and support remote and hybrid workforces.

Since 2016, this iconic consumer brands enterprise has partnered with GTT to deploy DIA services across more than a hundred of its critical sites worldwide, including in the US, Mexico, Canada, Chile, Brazil, UK, Netherlands, Italy, Germany, France, United Arab Emirates, South Africa, Japan, Hong Kong and more. This long-term collaboration enables the company to deliver symmetrical high-bandwidth connectivity across a globally distributed enterprise footprint.

THE CHALLENGE

As the global operations of this Fortune 500 powerhouse became increasingly digital and bandwidth-intensive, the company faced growing demands for higher throughput, low-latency and resilient connectivity across a complex mix of corporate offices, manufacturing plants, warehouses and shipping centers.

Remote work and digital workflows, including video-based training, global town halls and product demos, could have strained the network as bandwidth demands became more intensive and business critical. The company needed a partner that could deliver reliable, scalable and redundant connectivity with support for high upload speeds across all locations. Additionally, network downtime posed serious financial risks, and even brief production interruptions could result in significant business impact.

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THE SOLUTION

The company turned to its trusted partner, GTT, to meet these challenges with redundant DIA solutions tailored to each location. GTT proved efficient at procuring and deploying diverse last-mile DIA connections with symmetrical bandwidth starting at 100 Mbps, scaling up to 200 Mbps for sites such as the New Jersey facility responsible for its cookware line's marketing video production and distribution.

GTT's carrier-agnostic approach enabled the manufacturer to select from multiple providers and physical paths, supporting fiber route diversity across different points of presence (PoPs). This design achieved geographic redundancy and enhanced overall business continuity. In high-priority warehouse locations, GTT further enhanced network resilience by provisioning tertiary backup lines.

Today, through proactive monitoring and automated ticketing, GTT identifies and resolves networking issues often before local teams are even aware. This helps minimize any disruption and supports consistent, reliable service for the global company's operational and manufacturing needs.

“With GTT monitoring these circuits, our network team gets proactive alerts. GTT is often resolving any issues before our local staff ever experience a problem.

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CASE STUDY

THE RESULTS

Unmatched Reliability for Business-Critical Operations

Since partnering with GTT, the iconic consumer packaged goods company has achieved significant reductions in downtime and operational risk. Sites are now protected by redundant DIA, backed by diverse carriers and GTT's global Tier 1 IP backbone, enabling continuous operations.

By deploying dual and triple-redundant connections, the enterprise is now positioned to address growing traffic volumes and withstand network outages without compromising performance or uptime.

Bandwidth to Meet Digital Demands

GTT's high-speed, symmetrical DIA supports the company's automation systems, video-based learning and day-to-day collaboration via platforms like Microsoft Teams. As the company continues to automate its warehouses and scale digital manufacturing, GTT delivers the performance required to match ever-evolving needs.

Cost Optimization Through Network Inventory

When the company's fulfillment team conducted a comprehensive network audit, it uncovered and addressed any underperforming circuits. This saved the company \$2.2 million in annual costs, while enhancing overall connectivity.

As part of this process, the team identified sites needing redundancy and critical locations requiring backup to ensure continuous, always-on connectivity. GTT implemented all required circuits swiftly and reliably. With GTT's ability to deliver a choice of diverse access types and carriers, the team was perfectly placed to help the company tailor bandwidth configurations to the specific needs of each location.

"GTT helps me achieve stability at my locations while simplifying my job. Our network remains available and productive for all our product lines, with GTT even helping us implement diverse, tertiary lines for the super-critical warehouses where we can't risk downtime.

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THE CONNECTED FUTURE

Strategic partnership that scales with business demand

This global Fortune 500 consumer packaged goods leader has an immense and growing infrastructure footprint. GTT acts as an extension of the company's IT team, offering around-the-clock support, proactive incident management and deep expertise in navigating complex, multi-region deployments.

The value of this partnership lies not just in connectivity but in the strategic foresight and collaborative execution GTT brings to the table. With hundreds of global circuits to maintain and monitor, GTT's ability to ensure rapid delivery, provisioning and incident resolution has become critical to the enterprise's operational rhythm.

This alignment has allowed the company's IT team to focus on enabling innovation, confident that GTT's network services support their vision. Whether the company is implementing a new manufacturing process in Europe using warehouse robotics or expanding brand content creation through cooking tutorials streamed from New Jersey, GTT keeps the business connected, secure and moving forward.

As the enterprise continues to expand its portfolio and digital capabilities, GTT remains a key partner in supporting its growth, resilience and digital transformation at scale.

ABOUT GTT

GTT is a leading networking and security as a service provider for multinational organizations, simply and securely connecting people and machines to data and applications — anywhere in the world. We serve thousands of organizations, bringing together the right people, partners and technology to reduce the burden on IT teams and solve the most pressing networking and security challenges. Built on our top-ranked global Tier 1 network, GTT Envision is a single global technology platform to connect, orchestrate, virtualize and automate enterprise networks, enabling customers with consumable solutions to achieve business missions and meet ongoing demand when, where and how needed. Our portfolio includes SASE, SD-WAN, security, internet, voice and other connectivity options, complemented by a suite of professional services and exceptional sales and support teams in local markets around the globe. We partner with our customers to deliver Greater Technology Together. www.gtt.net



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