



TRIPPOINT A VALUABLE BUSINESS AND INTEGRATION PARTNER FOR BRITISH AMERICAN TOBACCO

British American Tobacco is Australasia's biggest tobacco company

British American Tobacco is the world's most international tobacco group, with brands sold in more than 180 markets. The company makes high quality tobacco products for the diverse preferences of millions of consumers, spans the business 'from seed to smoke' and is committed to embedding the principles of corporate social responsibility worldwide. According to Bruce Beardmore, Area Head of Strategy and IT, British American Tobacco Australasia, the company dominates the Asia Pacific region as "Australasia's biggest tobacco company."

Bob Stranix Data Services Manager, British American Tobacco Australasia adds, "Our IT infrastructure and data centres are a very valuable part of how we move forward as a company and maintain our number one status in the region."

British American Tobacco has engaged Tripoint over the past eight years as its selected systems integration partner, helping them to take the lead on and leverage value from IT strategy, infrastructure and architecture in the Asia Pacific. British American Tobacco is also looking to take its Tripoint partnership to Europe in the near future.

The strategic challenge: lowering operating costs

Bruce Beardmore explains, "IT is very ingrained within the day to day operation of British American Tobacco across Australasia. Like everybody, we are interested in lowering operating costs and

then behind that is the question: how do we extract value out of the wealth of information that's stored within the IT environment so that we can deliver it to the business?"

Matthew Matthews, Solutions Architect, British American Tobacco Australasia, agrees with Bruce, "The top item on the agenda for us is cost reduction – getting more for less, how to do things quicker, how to make it more efficient. Business is changing constantly and we need to keep up. Our IT cannot be seen to lag behind."

Finding Tripoint, a business and integration partner

Bruce Beardmore explains the process of finding a strategic technological partner, "At British American Tobacco, we're particularly interested in business and integration partners who bring to the table skills that we don't have in-house or don't necessarily want to have in-house on an ongoing basis."

*"When you're looking for a business and integration partner you're looking for a partner who is professional and delivers on the promise."
Bruce Beardmore, Area Head of Strategy and IT,
British American Tobacco Australasia*

Bob Stranix, Data Services Manager, British American Tobacco Australasia, adds another criteria, "Being creative, being able to get the right solutions and quality for the business is our core requirement of a partner."

Driving value from the partnership with Tripoint

Bob Stranix comments, "British American Tobacco has been using Tripoint for some time as a value pod and an eye [on the business], to ensure we get the right fit and a quality solution at the right price. There are advantages also in not using a single vendor or hardware provider, rather Tripoint bring us multiple hardware providers and puts them all together in a single solution."

*"Tripoint provides us with the value of engaging them on more than one tier which provides us with the planning and guidance required on what we need to do."
Matthew Matthews, Solutions Architect, British American Tobacco Australasia*

Tripoint delivers on British American Tobacco's needs

Matthew Matthews explains the results achieved through working with Tripoint by saying, "All the projects so far with Tripoint have been good because we have gone through the pre-planning stage and all the requirements gathering to make sure everyone understands what we need and what has to be delivered and the result has always been good. Tripoint have delivered what we wanted."

*"British American Tobacco is very dependent on its core data centre and IT infrastructure. Over the years, the quality of that data centre and infrastructure has improved significantly and Tripoint has played a very important part in getting us to where we are today."
Bruce Beardmore, Area Head of Strategy and IT, British American Tobacco Australasia*

Bob Stranix adds, "We use Tripoint because they understand our needs and have delivered to us the right creative solutions at the right value point."

An eight year relationship over multiple engagements

Bruce Beardmore explains the ongoing partnership model, "We always review who our partners are on a regular basis, so our relationship with Tripoint has been revisited and we continue to have business with them because they satisfy our primary criteria of being the right solution on cost, quality, skill and professionalism."

Bob Stranix adds that, "Because of Tripoint's proven track record in Australia, we've extended our partnership to Singapore. We're not stopping there either – I see opportunities in our European data centre too."

British American Tobacco recommends Tripoint

Dean Ziliotto, IT Services Delivery Manager, British American Tobacco Australasia explains the working relationship with Tripoint. He says, "Tripoint are very good to work with, very understanding of our business issues. We've also managed to develop some close relationships with the people in Tripoint which we've found very beneficial as well."

*"I'd be very happy to recommend Tripoint, I'm very pleased with their contribution. Tripoint delivers."
Bruce Beardmore, Area Head of Strategy and IT, British American Tobacco Australasia*

About Tripoint

Tripoint Corporation is a fast growing, privately owned Australian IT services company. Tripoint specialises in the full spectrum of IT services from planning, design, building, integration and management. Founded in 1998 with offices in Sydney, Melbourne and Singapore, Tripoint is an accredited partner of PeopleSoft, BEA, Oracle, EMC, VMWare, HP, Sun Microsystems and Intel.

Tripoint customers are household names including AMP, Australian Air Express, SuperPartners, Crown Casino, British American Tobacco in Asia, Vodafone, Virgin Mobile, Aristocrat, Lion Nathan, Cochlear and Fairfax Media, amongst others.