

Too Many Cooks Spoil the Broth

Premier Foods chooses Vanco to be its sole Point of Contact and manage its new MPLS Network

27th February 2008, London – Today, the number one food producer in the UK, Premier Foods, signed a five year deal with Vanco, the pioneering Virtual Network Operator (VNO). The contract secures Vanco's services to design, implement and manage a highly resilient MPLS network connecting 83 UK sites.

Premier Foods has an annual group turnover of over £2.7 billion and employs almost 20,000 people in the UK. Premier's brands include many of the UK's most popular names including Hovis, Mr Kipling, Bisto, Branston, Batchelors and Quorn. In March last year it acquired RHM. This amalgamation meant that the business grew significantly, and the company needed group-wide IS Solutions. Premier Foods chose Vanco to provide a network that would support the integration and consolidation of the two businesses. Sites that will be connected include depots, data centres, offices and food manufacturing facilities with 24x7 requirements.

Premier Foods specifically selected Vanco because of its VNO business model, which provides a professional service in managing all elements of an integrated network with the flexibility of short term contracts and the continuous insight into its network behaviour and costs.

Vanco will incorporate multiple providers' networks to form Premier Foods' new MPLS network. This benefits Premier Foods as Vanco acts as a single point of contact, rather than its IT team having to deal with multiple providers if there was a fault or any necessary changes.

Phil McCallum, Premier Foods' Director of IT & Infrastructure, explains how he was immediately impressed with Vanco, "As well as the flexibility of the VNO model, the Vanco team quickly demonstrated a good understanding of our needs and some innovative solutions to address them. We were very positive from the outset."

As well as Vanco's technical expertise, Premier Foods decided to use Vanco because of its Active Negotiation Process (ANP). This means that Vanco and Premier Foods annually review the technology and providers used in the network, and can replace them with more suitable and up-to-date equipment where appropriate.

McCallum continues, "A major plus point was Vanco's independence. It means that we know the technology that we are using is the best and most suitable for us, as Vanco are not just pushing us to use its own equipment and services. Plus the ANP means that this will continue throughout the life of the contract."

Andy Sumner, Managing Director of Vanco UK, comments, "We are delighted that Premier Foods has chosen Vanco to manage its MPLS network for the next five years. It is a fantastic endorsement in our abilities to provide a network that will afford them the flexibility and performance to maintain a market leading network. It truly reflects our belief that the VNO solution is the most advantageous networking answer for today's business field."

About Premier Foods

From its origins in the canned food industry, Premier Foods has continually expanded and acquired new brands to the point where it is now the No.1 Food Producer in the UK. In July 2004, Premier

was successfully floated on the London Stock Exchange, with an initial market capitalisation of £526 million.

Premier Foods manufactures some of the nation's favourite foods. In fact, its top ten brands alone have retail sales of over £1.1 billion. More than 98% of all UK households have a Premier Foods branded food product in the home. The company has an annual group turnover of over £2.7 billion and employs almost 20,000 people in the UK.

As well as owning some of the UK's most popular food brands, it also manufactures hundreds of products that cater for the food service industry and are trusted to supply retailer branded products to the UK's major food retailers.

###