

Case Study

innovaphone AG - PURE IP-COMMUNICATIONS

:: VoIP PBX Installation at Amserve ::

AMSERV

Amserve is the biggest car retail and service company in Estonia and Latvia, employing 480 people. Its market share in Estonia has climbed to 15,5 percent in the first six months of 2012. Amserve has 14 showrooms in Estonia and Latvia, representing the following car makes: Toyota, Opel, Chevrolet, Hyundai, Peugeot, Lexus and Saab. Favouring the innovaphone Virtual Appliance (IPVA) and the innovaphone IP-DECT solution, Amserve has now decided to go for a complete innovaphone telephony system in their company.

The telephony infrastructure within the Amserve organisation was similar to that of many other companies: with a multitude of different telephony systems in different locations, among them old PBXs (Private Branch Exchange), Centrex, POTS lines (Plain old telephone service) and others. The organisation had neither a simple number plan nor modern applications such as short dialling, central management and statistics. Therefore, one of the main requirements was to obtain one common system for all branch offices and showrooms around Estonia.



Mart Mägi - COO bei Amserve

Furthermore, the company wanted to reduce monthly calling costs and to install a reporting solution enabling an improved overview of incoming and outgoing calls.

Excellent consultancy and project management by Atea

Amserve and Atea have already cooperated in different IT fields for a couple of years now. Since the cooperation has been very successful and effective, Amserve trusted Atea's recommendations when the latter suggested an innovaphone telephony system. One of the key arguments in favour of innovaphone was the innovaphone Virtual Appliance (IPVA), providing the possibility of taking the initial step towards IP-telephony without major investment. A further argument pro innovaphone was the innovaphone IP-DECT solution. Tarmo Reineberg, Atea, says: „innovaphone has nice IP-DECT solutions which were highly recommendable since Amserve uses a lot of DECT phones. Amserve was even able to keep their old DECT handsets while setting up new IP1200 base stations. So, investments were protected and modern technology was available at the same time.“

Easy implementation, full control of the system

In a first step, an innovaphone media gateway IP1060 was installed in the Am-

serve headquarters in Tallinn to migrate the existing old PBX into the new system and to avoid major changes in the system „over night“. The IP1060 serves as a base for the innovaphone Virtual Appliance (IPVA). VMware enables several virtual servers with a variable number of entities to be managed centrally. Amserve also makes use of the innovaphone Reporting Software which renders a fast overview of connections on the innovaphone PBX and of the innovaphone Voicemail for call recording and night messaging.

The next step into IP-telephony was to install an innovaphone PBX running on a VoIP gateway IP800 with BRI lines (Basic Rate Interface) in another branch office in Tallinn. In the long run, these BRI lines will be changed into SIP connections. Existing DECT phones are integrated into the system using IP1200s as DECT system platforms. As far as desk phones are concerned, innovaphone IP110, IP230 and IP222 phones are used on company premises. In addition, some Amserve employees use software phones with myPBX, the Unified Communications Client. It enables the telephone to be used from the computer and runs on any platform (Windows, Mac, etc.). A web browser is all that is needed. A wide array of UC features such as federation, collaboration, click-to-dial etc. can be

accessed after registering to myPBX. As Mart Mägi, COO at Amserv says: „Unified Communications in general is not yet being used intensively at Amserv, but it will play an important role soon.“

Benefits of the new system and general outlook

According to Mart Mägi, „The whole installation process progressed smoothly and without any problems, as always whenever Atea is involved.“ Asked how much maintenance and service the new system needs, Mägi says: „With the former telephony system we could hardly do anything ourselves. Every change in the system was hard work. Now, we can manage the innovaphone infrastructure in-house most of the time, with our own technicians. This means that we save a lot of time and money. Our expectations have been entirely fulfilled.“ Furthermore, there are other monetary benefits resulting from the new system: monthly costs for telephony have been reduced considerably, the same goes for power consumption costs. If, in the nearer future, the ISDN lines will be turned into SIP connections, the company infrastructure will be exclusively on an IPVA base so that costs will be reduced even further.

As far as future plans are concerned, „The full integration of Unified Communications applications will have top priority“, as Mart Mägi says.