



innovaphone

PURE IP-COMMUNICATIONS



LERROS

Case study

Fashion company with wide branch structure

In the search for maximum flexibility for integration of its branches and mobile terminals, **LERROS** decides in favour of a new communication solution by innovaphone.



innovaphone scores with the integration of mobile terminals and availability of modern UC applications

Since the company was founded in 1979, LERROS Moden GmbH has been offering real casual wear in line with the exact wishes and needs of its customers. With 12 collections per year, the company can react very flexibly to current fashion trends. The clothes are sold at more than 1200 places in 50 countries. The existing communication system was no longer able to cope with the increased requirements, and the decision was made to modernise the communication infrastructure based on an innovaphone PBX.

The user

- International fashion company
- 1200 points of sale in 50 countries
- Currently about 160 employees

Most important item in the system specification: connecting the branches

A Tadcom Coral PBX had been used for communication at LERROS over almost twenty years. It could no longer cope with the modern communication infrastructure. Furthermore, administration of the system was difficult, the entire system began to fail more and more frequently and support by external technicians was almost impossible. Once the decision to invest in a new telephone system had been taken, the following requirements were sketched out: all modern applications such as a company telephone directory, call lists and Reporting should be possible. Standardised modern end devices and simple connectivity of branches and remote locations were also included in the system specification. The latter was especially important for a company with such a wide-spread branch structure – LERROS showrooms are located in Moscow, as well as in Berlin and in Dublin. Thomas Laaser, IT system administrator at LERROS, summarises: “At the end of the day the new system should be future-safe, scalable at any time and easy to manage yet still affordable.”

Decision-making and test phase

After having taken the decision in favour of Voice over IP, the company looked into the systems available on the market. The innovaphone PBX, Siemens’ Unified Communications solution “OpenScapeOffice” and Vodafone’s virtual PBX solution “OfficeNet” were shortlisted. Thomas Laaser discusses the reasons that finally led to the decision to invest in the innovaphone system: “Neither of the other two solutions have a DECT solution and the follow-on expenses were high, therefore we deleted them from the shortlist. Furthermore, the Vodafone solution would have meant we would no longer have our own PBX on the premises and mobile devices could only be realised using mobile phones.”

In addition, LERROS had already had its first positive experience with the innovaphone system in a small test installation in Dublin, where an IP305 had been installed in a pilot project in autumn 2010. The local IT admin was very convinced by the solution. Thomas Laaser summarises on the experience: “innovaphone is a German manufacturer with a proven track record in the PBX environment and an acceptable price-performance ratio. The partner company ITM is directly in our neighbourhood – hardly 200m away from our premises – which makes it quick and easy to get



Thomas Laaser, IT system administrator LERROS





support on-site.” The only bitter pill that **LERROS** felt it had to swallow was the fact that the innovaphone system is based on a licensing model.

The challenge

- Standard interconnection of branches, easy administration
- All modern applications should be available
- Smooth migration

Smooth migration to the new technology

Those responsible decided in favour of a “smooth migration”, which means the existing PBX should continue to exist with gradual introduction of the new VoIP technology. The core of the new IP based communication solution is an innovaphone PBX based on an IP6010 VoIP gateway. It was integrated in the existing network and linked to the existing Tradicom Coral PBX. This allowed, on the one hand, all of the existing end devices - an omnium-gatherum of analogue (Gigaset), digital (Tradicom) and VoIP-based devices (also Tradicom) - to continue being used on the traditional PBX, whilst on the other hand, the new IP end devices, namely innovaphone IP222 and IP240, could be integrated in the infrastructure. Together with the IP202 DECT station, wireless communication could be realised using the IP61 and IP63 end devices. Smaller VoIP gateways are mostly to be found in the branch offices, namely model IP305, which is well-suited to smaller offices and branch offices. All calls between the **LERROS** headquarter in Neuss (Nordrhein-Westfalen) and the other company sites and showrooms are thus free of charge.

The innovaphone PBX now serves as a software platform for all Unified Communications applications that are available through the UC client, myPBX. A Presence function is an integral part of the innovaphone PBX that works on all end devices and enables the Presence status of PBX

subscribers to be shown on the screen. This functionality is available across all company sites and facilitates company internal communication. The innovaphone Voicemail is also available company-wide. The company is currently considering extending the available applications to include Fax-per-Mail and an audio and video conference application. Softphones are also to be integrated in the communication solution.

The transition of the communication environment to the new innovaphone system took only a few hours: “The installation on-site was finished within three hours. The company ITM had prepared and configured the innovaphone PBX in advance, “ praises Thomas Laaser. All-in-all the entire installation process went smoothly, except for a couple of difficulties with calls from the old PBX which were





solved quickly with routing tables. Initial problems with voice quality were also quickly overcome: "For a time we had problems with voice quality for a time, but a hotfix soon solved them. innovaphone immediately looked for the problem and released a Hotfix in a timely manner." continues Laaser.

The solution

- innovaphone PBX based on an IP6010 VoIP gateway
- Smooth migration: Connecting to the existing PBX
- Wireless DECT communication with IP202 DECT station and IP61 and IP63 end devices
- UC client myPBX with UC applications

Good energy and cost balance

On the question of satisfaction with the new solution Thomas Laaser underlines, "certainly positive feedback". The innovaphone PBX brought a considerable improvement especially concerning maintenance and support: "Theoretically, the admin tasks can now be carried out by any employees in the IT department. This had not been possible with the old PBX as a lot of background knowledge was necessary. All admin work was carried out using the command line.

The new communication solution has also been completely worthwhile from an economic viewpoint. Except for the significantly lower electricity consumption, the effort necessary for standard tasks is also much lower. Furthermore, the fact that there are absolutely no expenses for internal calling costs between the individual sites has a huge effect. Accordingly, there are extensive plans to extend the innovaphone solution: "We will use innovaphone to gradually connect further locations", says Thomas Laaser.



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