

## innovaphone Case Study

# Velikan Chooses innovaphone as a Modern and Viable All-in-One Solution for its Car Dealerships Izmailovo



## Velikan

The company Velikan opened its first branch in 2005, located on the beltway of Moscow, Russia. Velikan is an authorised dealership for major and premium car brands such as Mercedes Benz, VW, Toyota, Lexus, Land Rover, Jaguar and Ford.

In addition to the sales premises, vehicle maintenance, body repair with original spare parts and customisation of vehicles can be carried out at the attached repair shops. Today, Velikan has three different sites with a total of 12 centres. One of these sites has now been equipped with an innovaphone VoIP telephone system.



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*These features have thoroughly enhanced quality and effectiveness for our business. Because of this success, we have decided to test other innovaphone applications and UC features such as innovaphone Conferencing and Collaboration in the near future!*

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**Dmitriy Maksimenko**  
Interview Partner at  
Car Dealerships Izmailovo

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## IP DECT Provides Reliable Wireless Connection on Site

From 2006 onwards, a PBX system had already been in use but with the continuous growth of the company, it was time to find a comprehensive communication solution which would meet the demands, also with respect to future developments and prospective growth. The existing communication solution simply could not handle the continuously rising requirements concerning the integration of telephony and the indispensable embedding of a CRM system. With the CRM system being one crucial factor for a customer-oriented business to improve service quality, the company Velikan began its search for a new flexible telecommunications system that would fulfil the needs of the growing company. Ten different PBXs were on the shortlist to be examined. After having compared the different options, their performance, functionalities and price, there were two systems left to choose from: one was innovaphone.

### Flexibility and Scalability of New Communication Solution Pave the Way to Business Expansion

The car dealership ultimately selected the VoIP telephone system with its Unified Communications solution of the German manufacturer innovaphone due to these convincing benefits:

- :: Flexibility with respect to the company's development and its prospective expansion
- :: Tremendous potential due to high scalability
- :: "All in one box": PBX and DECT without necessity of additional system or further equipment
- :: Easy maintenance and administration in combination with a user-friendly interface
- :: Best cost-benefit ratio

Once the decision had fallen upon innovaphone to equip the dealership's working environment, two innovaphone VoIP gateways IP0011 and three VoIP gateways IP3010 were implemented. These provided the basic structure of innovaphone's PBX system. The innovaphone PBX runs on the VoIP gateways and can be expanded as required which makes it ideal for office environments. Some prominent features of the IP0011 gateways are the innovaphone Reverse Proxy and Session Border Controller (SBC) which ensure a secured internet access by protecting the innovaphone PBX against web-based attacks without the necessity of a 3rd Party SBC.



#### The Customer - Velikan

- Large Russian car dealership with attached body shops and several branches
- Sale of premium car brands such as Mercedes, Lexus, Jaguar
- Continuously growing business with approximately 2000 employees



#### The Challenge

- Implementation of recording system for incoming and outgoing calls
- Coverage of a large indoor and outdoor area (five large buildings and several smaller ones)
- A modern IP solution with integrated CRM system

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Since a large indoor and outdoor area adding up to approximately 100,000 m<sup>2</sup> (roughly 120,000 yd<sup>2</sup>) with five large buildings and numerous smaller ones needed full coverage, a total of 47 IP DECT base stations were installed to extend the innovaphone PBX. These base stations now ensure wireless transmission on the entire site. Due to seamless handover, the IP DECT base stations provide good coverage and voice quality by automatically switching to different base stations once the range limit is reached.

## Ensuring Quality and Effectiveness of Workflow

In addition to the innovaphone hardware, there are also innovations concerning the application tools the dealership is now making use of. Two major new features with Izmailovo are innovaphone Reporting and innovaphone Voice Recording: both are based on the Linux Application Platform. Integrated into the VoIP telephone system, Reporting provides useful real-time information on calling patterns and calling information. Every company can set its own filters, depending on preference, so that individual adjustments deliver the desired information. innovaphone Voice Recording is used as a form of protocol, phone calls can be recorded so that customers and staff are given the opportunity to check up on and repeatedly listen to recordings concerning business processes, while the recordings are safely stored, also in different formats (eg .wav or .mp3). "These features have thoroughly enhanced quality and effectiveness for our business. Because of this success, we have decided to test other innovaphone applications and UC features such as innovaphone Conferencing and Collaboration in the near future." affirms Dmitry Maksimenko.

innovaphone has provided a customised and modern solution which entirely met the needs of the customer. Integrating the CRM system into the PBX and utilizing innovaphone Recording as a tool has brought about many advantages for the dealership. While operational efficiency and effectiveness have been increased, the administrative effort and maintenance services have been cut down. "With the integration of the CRM system, information is now immediately present and handling time has been minimised accordingly."

### The Solution

- innovaphone Reporting & Voice Recording
- innovaphone VoIP gateway IP0011
- innovaphone VoIP gateway IP3010



innovaphone VoIP gateway IP3010

### Benefits for the Customer

- User-friendly and standardised interface for easy operation with intuitive operability
- Improvement of quality control
- Unlimited scalability for future business expansion
- Easy administration and maintenance
- Simple installation of additional devices or accounts
- Excellent voice quality and stable call connection with handover providing reliable coverage

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## At a Glance



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