



Case Study

innovaphone AG - PURE IP-TELEPHONY

:: VoIP PBX Installation at Expert Sverige AB ::

Expert Sverige AB

Expert Sverige AB, a large chain of retail stores for consumer electronics in Sweden, acquired Power Hemelektronik AB some years ago and has subsequently turned it into the subsidiary Expert Stormarknad Sverige AB. A new homogeneous solution had to be established since both companies had totally different telephony systems. Several alternatives had been discussed, before the decision was made in favour of the innovaphone PBX.



The telephony system that Expert Sverige had used at that time was based on a Nortel Meridian PBX. Stormarknad, on the other hand, was using an innovaphone IP 3000. Being somewhat out of date, both PBXs were in need of software upgrades. Moreover, the companies recognised the necessity for a consistent telephony infrastructure for the whole company. From the beginning, there was no doubt that the new telephony system should be IP based. Possible solutions under consideration included upgrading the Nortel PBX with PBX services "in the cloud"; a second idea was to use an open source PBX solution.



Hans Nöjd, Nordic Infrastructure Manager

Why opt for an innovaphone PBX?

The fact that Expert Sverige was already a satisfied innovaphone customer with several hundred innovaphone IP phones in use, made it clear that the innovaphone IP solution should also be considered. Hans Nöjd, Nordic Infrastructure Manager / IT Manager Expert Sweden, explains the decision making process, "In the end, the main reason for choosing innovaphone was the excellent platform support and service from Avitel. Migrating two organisations from two old platforms into one new one means it is essential to feel totally confident that the service provider can do the job with only minimal disruption to the services provided."

Smooth implementation process

There was no fixed time schedule for the implementation process since the IT managers at Expert Sverige were quite aware of the fact that migrating the telephony infrastructure would be a rather complex project. After all, two formerly separate organisations with two physical locations and two different telephony providers were to be melted into one homogeneous IT in-

frastructure. One of the main advantages of the innovaphone telephony system is the possibility of so-called soft migration which means that you can gradually set up IP terminals step-by-step. Thus, investments are protected, risks involved in total replacement are reduced and future investment costs are divided into smaller portions. Expert Sverige decided in favour of "smooth migration", meaning that the Nortel PBX, located in the Expert IT department in Linköping, has been retained and is connected to an innovaphone IP6000 gateway. Calls are looped through to the PSTN as well as to more than 160 mobile phones. The latter are connected to the Swedish provider Telia OE. Furthermore, Expert headquarters in Kista near Stockholm as well as 32 shops are integrated into the IP network. More than 400 innovaphone IP phones are being used.

The implementation process went smoothly apart from minor problems which were quickly and easily solved by Avitel. The staff did not even recognise the changes since the IP phones at the end of the line have not changed at all.



Consumer electronics giant

Conclusion

Hans Nöjd says, "The new innovaphone PBX is absolutely in line with our technical and commercial hopes. Handling telephony in the stores is much easier compared to a conventional PBX solution. New stores are opened, stores are closed, stores move to new locations – and this poses no problem at all to our new telephony system. The complete IP network can

be supervised easily in the central administration. We no longer need any special wiring or any local PBXs which makes life so much easier."

Asked about their future plans, Hans Nöjd answers, "The new innovaphone PBX provides us with a platform which enables us to offer the same IP telephony comfort to all stores. Our franchise stores have

their own telephony solutions. But even for them, we can now offer cost-effective, easily manageable and flexible telephony services."