

innovaphone Case Study

The South Tyrol IT Service Provider Has Dual Usage for innovaphone's PBX: for In-House Telephony and as Hosting Solution for its Customers



Raiffeisen OnLine GmbH:

Raiffeisen OnLine GmbH is a subsidiary of the Raiffeisenverband (Raiffeisen Association) in South Tyrol, the Raiffeisen Landesbank and the Südtiroler Raiffeisenkassen. The company was founded in 1997 with the mission to equip the Raiffeisen Organisation with IT and web applications, in addition to providing businesses and private households in South Tyrol with internet connection and internet services.

At Raiffeisen OnLine, a team consisting of 43 employees is responsible for over 40,000 private and corporate customers. The Italian internet service provider even has dual usage for innovaphone's PBX manufactured in Sindelfingen: one for its in-house telephony and one as hosting solution for its customers.



“

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”

Dr Peter Nagler
Manager Raiffeisen OnLine

innovaphone's PBX Convinces with its Flexibility and with the Possibility of Expanding the System with Modular Components



Dr Peter Nagler
Manager Raiffeisen OnLine

innovaphone PBX: the In-House Solution

Ever since the company's founding in 1997, in-house calls at Raiffeisen OnLine had been carried out via the internet. At the end of 2016, it was time for a realignment and modernisation concerning the communication infrastructure. The responsible parties opted for the innovaphone PBX to become the new system. The innovaphone VoIP gateway IP3011 was installed as the central PBX in Bolzano. The 43 employees of the South Tyrol IT service provider are connected to the telecommunications system via innovaphone's modern design telephones. The IP phones IP232 have large touch displays and many app functionalities, low energy consumption, optimal voice quality and standard USB ports. Specific group functions, call diversion and call forwarding within the different departments, in addition to conference switching are distinguished features of the solution. The open standard WebRTC was implemented into Raiffeisen OnLine's website (www.raiffeisen.net). This enables the employees to establish a workplace at the company's innovaphone PBX via browser connection.

Especially the call centre of Raiffeisen OnLine with its telephone support hotline had high demands for the new VoIP solution: waiting queue, log-in and log-out times, immediate retrieval of customer data sheets, automatic call forwarding, allocation of calls following time guidelines, integration of an info-wall displaying the real-time status and statistical coverage of all calls and activities were the central functionalities which the new communication solution should possess – these functionalities are fully covered by the new innovaphone PBX.

innovaphone PBX Optionally as Hosting Solution or In-House Solution for Corporate Customers

Simultaneous to the changes in their own infrastructure, Raiffeisen OnLine also had the goal to offer equally flexible and innovative VoIP solutions to their business customers. An experienced partner with a complete VoIP solution had to be found. After having viewed the systems available on the market, innovaphone's PBX was selected once again. Dr Peter Nagler, Manager of Raiffeisen OnLine, comments on the decisive reasons as follows: "the all-round communication solution from innovaphone convinced us. The systems can be expanded with different modules which flexibly connect to existing telephone systems if there is demand. The mobile app allows video conferencing, in

The Customer - Raiffeisen OnLine

- Subsidiary of the Raiffeisen Verband in South Tyrol, the Raiffeisen Landesbank and the Südtiroler Raiffeisenkassen
- The South Tyrol internet provider was founded in 1997 and employs more than 40 people
- Responsibility for more than 40,000 private and corporate customers



innovaphone IP232 IP phone

addition to telephoning with the One Number Concept. Further, WebRTC allows the integration of web appearances which we have realised for our customers.”

Based on the innovaphone PBX, a concept was developed which is offered under the name ROL Voice Business in the area of South Tyrol. This is especially aimed at small and medium-sized businesses which need a modern all-round solution. In the previous years, a telephony solution with the name ROL Voice had already been developed in-house, and this solution had successfully been introduced into private households of the region. What was important for the company solution were the cost factor and easy operation of the solution. One further central requirement especially for small and medium-sized businesses is the flexibility of the infrastructure. This is exactly the advantage of the hosting concept with innovaphone’s PBX: the number of subscribers can be expanded at any given time without causing problems. “Real-time exchange of information is indispensable in the business world of today. Small and medium-sized businesses in South Tyrol need an innovative solution which is easy to use and cost-effective so that the businesses remain competitive. ROL Voice Business is tailored to the size of the respective business and grows flexibly with the development of this business,” explains Dr Peter Nagler.

The functionalities used in-house at Raiffeisen OnLine are equally available to these customers: the mobile ROL Voice Business App, allowing employees to be available anywhere and any place via internet telephony – and using one and the same telephone number worldwide (One Number Concept), Unified Communications applications such as Chat, Presence or Conferencing and the entire business functions such as an answering machine, call diversion, call forwarding, notifications of absence, etc. “Meanwhile, over 120 businesses in South Tyrol have already implemented the VoIP solution ROL Voice Business,” emphasises Dr Nagler.

Satisfied Hosting Customers of Raiffeisen OnLine

The Raiffeisen OnLine customer base that has already implemented the hosting solution based on innovaphone’s PBX is diverse and reflects the flexibility of the solution. Here is a selection of renowned businesses from South Tyrol using the ROL Voice Business package:

- :: Aiut Alpin Dolomites, Val Gardena: the air rescue from the Ladin area in the Dolomites is a non-profit organisation which consists of 17 mountain rescue teams.
- :: Senfter Holding Ag, Innichen: an international network in the areas of foods, finances, tourism & transportation, real estate & agriculture, media and commitment for local cycles.
- :: Tourismusverein Reschen Pass Graun (tourism association)
- :: Brixsana Private Clinic in Brixen
- :: Tourismusverein Gsiesertal-Welsberg-Taisten (tourism association)
- :: Organisation für eine Solidarische Welt (organisation for a solidary world),



The Challenge

- Specific requirements concerning the integration of the call centre with its telephone support hotline
- Modernisation and realignment of existing communication infrastructure



innovaphone VoIP gateway IP3011

The Solution

- innovaphone VoIP gateway IP3011 as central PBX
- innovaphone design telephone IP232
- Unified Communications
- Implementation of WebRTC

Brixen: an independent non-profit organisation that has been supporting southern countries for the past 25 years.

:: The three-star superior Hotel Jaufentalerhof, Ratschings.

Dr Peter Nagler draws a positive conclusion concerning the in-house solution and the hosting solution for business customers by innovaphone: "Raiffeisen OnLine is very satisfied with its own system and those customers who use ROL Voice Business in their own companies are fully convinced of the all-round communication solution."

The Benefits for the Customer

- Utilisation of Unified Communications solutions such as Chat, Presence or Conferencing
- Integration of the call centre including all customer-specific requirements such as waiting queue, automatic call forwarding, statistical coverage and others
- Use of WebRTC

At a Glance



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Raiffeisen OnLine

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