

innovaphone Case Study

Rustichella d’Abruzzo, the hand-made pasta par excellence also counts on excellence for its telephone services: the innovaphone VoIP solution



Rustichella d’Abruzzo

The company began its business activities in 1924 when Gaetano Sergiacomo, the grandfather of the present owner and the son of a famous miller family, decided to establish the Pastificio Gaetano Sergiacomo.

Since then, “Pasta di Tanuccio” is appreciated in the best restaurants around the world - for example, at DEAN & DELUCA in New York. The name of an Italian customer who everyone recognised? Luciano Pavarotti.



“

Every year we travel around the world to 60 countries to introduce our pasta in its role as an ambassador for “Made in Italy”. Our pasta stands for a healthy way of life, and promotes tradition, quality and craftsmanship!

”

Maria Stefania Peduzzi
Managing Director Rustichella

Tradition and innovation: a perfect union



“We are present in 63 countries, from Australia to the United States, and 80% of our revenues come from abroad. We guarantee artisan products with high quality semolina and bronze dies”, explains Giancarlo D’Annibale, Chief Executive Officer at Rustichella. “Our family shows that working together means we achieve maximum results. Each individual person is needed - not forgetting the technology. We have realized that we need a modern communication solution that provides us with advanced functionalities while cutting costs in order to cope with the increase in communication between the company sites and foreign customers. So we decided to use VoIP and have opted for an innovaphone solution.”

Renewing the infrastructure

“We had a proprietary IP PBX, a 3Com NBX with approximately 50 subscribers. Rustichella wanted to enable VoIP lines in order to increase the number of possible calls while reducing costs. Although we still supported the NBX solution, development of the product had stopped some 7 years ago as HP had acquired 3Com”, explains Paolo Bocci, Managing Director of TED Ingegneria di Sistemi, an Italian innovaphone reseller and the project manager. “Rustichella wanted telephones with a modern interface, unified communications functionality and a modern switchboard. Furthermore, due to the fact that a high number of customer calls are managed, the company wanted the customer name to be displayed on the phone instead of just the phone number. The TED company, which had been Rustichella’s system house for many years, was also commissioned to plan this new infrastructure.”

Project and implemented solutions

An IP800 VoIP gateway was installed at the headquarters in Pianella and connected via radio links to the two remote production and storage sites. IP110 type telephones were replaced by IP111 phones with a graphical interface that was coordinated with the myPBX UC client. All users now have access to myPBX. An iQM (innovaphone queue monitor) is used to monitor the sales call centre, to check the response times and to track missed calls. Reporting runs on the application platform. An app was installed on managers’ smartphones, and it enables the smartphones to be used as internal phones as well as enabling access to all unified communications functionalities. Even the video intercoms have been incorporated: it is now possible to answer the phone, to see who is standing at the entrance and to open the door.

The user – Rustichella d’Abruzzo

- The company was founded in 1924 in the Abruzzo and distributes its own products in 63 countries
- The production of pasta with strict traditional artisan methods and bronze dies is complemented by sauces, pesto sauce, anchovies and oil etc.
- ISO9000, 14000, BRC, IFS certified

The challenge

- Modernizing the communication infrastructure
- Unified communications functionalities
- Integrating an intercom in every telephone
- Cutting calling costs



I travel to 60 countries as an ambassador for pasta “Made in Italy”. I counteract against old stereotypes with the stubbornness of real identity, based on tradition, quality and craftsmanship of the product!



Gianluigi Peduzzi
President

Satisfaction with the status quo, looking towards future projects

The new solution has improved both the relationships with customers and suppliers as well as making considerable cost savings concerning the connection charges. Installing the app on smartphones specifically allows communication abroad without expensive roaming fees. The innovaphone solution has fully met the customer's expectations in regard to ease of usability, configuration, availability and completeness of the functions provided.

"We are planning to expand our call centre in order to offer customers the option of making audio and video calls via WebRTC directly from our company's home page, specifically from the page <http://www.casarustichellain.com/contatti/>" is Giancarlo D' Annibale closing comment. "In addition we are planning to implement the session border controller to strengthen our security measures - also with regard to the planned extension of the services provided to our customers and suppliers."

The solution

- IP800 innovaphone VoIP gateway
- IP111 innovaphone phone
- myPBX for all subscribers
- innovaphone Unified Communications solution

Benefits for the customer

- Considerably lower calling costs
- Advanced switchboard; Possibility to handle more calls
- High scalability, expanding in line with company growth
- No roaming charges

At a glance



Customer:

Rustichella d'Abruzzo

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