

innovaphone Case Study

Stasto opts for a solution by innovaphone and brings together each of its corporate sites onto a single IP infrastructure



STASTO Automation:

The Austrian company STASTO Ing. Stocker KG is an international trading and service company engaged in the field of automation technology, with a focus on pneumatic and hydraulic processes.

Founded in Innsbruck in 1974, around 50 people are employed in Austria with another 40 people in the sister companies in the Czech Republic and in Poland. In addition, STASTO has several branches in various other countries in Central and Eastern Europe.



Maintenance costs were significantly reduced - apart from the fact that we are now so much more flexible, the saving is also reflected positively in the balance of the costs!



Robert Storer

Responsible for IT at STASTO Automation

Stasto could significantly reduce operating costs thanks to the new communication solution by innovaphone

STASTO established new ways in business development and employee participation as early as 1993. Since then, employees are invited to be involved in the company's success by becoming partners ("MitUnternehmerModell"). Recently, the outdated telephone system has been replaced with a modern VoIP solution by innovaphone.

When planning the new telephone system, one of the central requirements was to ensure that the new solution should integrate seamlessly into the existing CRM system. Some years before, STASTO had already come into contact with innovaphone when the Czech location in Tynec was equipped with an innovaphone VoIP solution. "The overall experience in Tynec was very positive", says Ing. Christoph Stocker, Management of STASTO, and continues: "So we considered installing an innovaphone system in Innsbruck as well." In the long run, the idea was to integrate all of STASTO's branch offices (apart from the locations in Austria, there are ten further locations in Central and Eastern Europe) into one standardized IP infrastructure. The implementation of the new telephony solution was carried out with the help of Czech consulting firm Amenit Software Solutions, based in Novy Jicin which had already been charged with the innovaphone installation in Tynec.

Installation process and the employee satisfaction with the new communication system

The traditional telephone system in Innsbruck has been replaced by an innovaphone IP810 VoIP-Gateway, which provides the hardware platform for the innovaphone PBX, the IP telephone system as well as Unified Communication solution of Sindelfingen-based innovaphone. The employee's office workstations were equipped with innovaphone IP232 designer IP phones. The latter have both a large touch screen and a large colour screen. Apart from their very modern and innovative design, they also set new standards concerning voice quality and energy consumption. However, the office workers were not completely satisfied with the voice quality of their new IP phones: "Unfortunately, some of our employees considered the new telephones a step backward, as far as voice quality is concerned. Especially those who phone frequently claimed that voice quality had deteriorated. Fortunately, IT consulting company Amenit and manufacturer innovaphone were very quick to solve the problem. By installing additional headsets, the flaws in voice quality could be compensated. Today, voice quality is absolutely satisfying", says Ing. Robert Storer who is responsible



Staff members at STASTO Automation

The customer – STASTO Automation

- The company was founded in 1974 with about 90 employees in Innsbruck, Austria
- Two branches in Austria and 10 more locations in Central and Eastern Europe
- International trade and service company in the field of automation technology

The challenge

- Obsolete PBXs, modernisation of the communication infrastructure
- Migration to Voice over IP
- Seamless integration into the existing CRM environment
- Merge all locations to a single IP infrastructure

The solution

- IP810 innovaphone VoIP gateway
- innovaphone IP232 design telephone

for IT at STASTO. Apart from that, the switch to the new IP232 IP phones caused no problems whatsoever for the employees. “The logic of the new IP phones is very similar to that of the former phones. So, it was a rather simple matter to instruct the staff on the operation of the new devices”, explains Robert Storer.

Positive cost balance

The implementation of the new telephone system in the existing CRM system went off with no problems whatsoever. Supporting standard protocols and interfaces is a fundamental part of the innovaphone product philosophy. Thus, innovaphone systems work together perfectly with solutions from many different manufacturers. Furthermore, maintenance and administration work is much easier compared to the former system, says Robert Storer: “Certain routine tasks such as “adding users”, “time scheduled switching” or “routing setup” can be carried out easily by our inhouse IT department. We are now able to do almost any job in connection with the new telephone system and no longer need to rely on external maintenance and service companies. Apart from the fact that we are much faster and more flexible, this also leads to significantly lower running costs. Maintenance costs have been reduced considerably”, Robert Storer continues. Storer sums up positively: “The new innovaphone solution is a lot more economical than the previous solution – running costs have dropped significantly.”

Further planning

Especially companies with a distinctive branch structure like STASTO benefit most from a consistent, unified IP infrastructure and the advantages of a centralized solution such as a standardized phone numbering plan and free phone calls between the individual branches. As far as future planning is concerned, Christoph Stocker explains: “Our final aim is to include all branches in one consistent system – that is what has to be tackled in the long run.”



Product development at STASTO Automation

Benefits for the customer

- Much simpler maintenance and administration of the phones
- Significant reduction of maintenance costs
- Cost effectiveness - ongoing operating costs are significantly lower
- Smooth migration to Voice over IP with little impact on current operations

At a glance



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Stasto Automation

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- innovaphone Unified Communications solution

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