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Case study

Adriatica Press S.p.A. decides in favour of a powerful VoIP telephone system, the innovaphone PBX with its versatile Unified Communications components

The efficient VoIP connections at four locations with absolute redundancy unite a high degree of power with maximum security.

Unified Communications solutions by innovaphone improve communication and interaction between the individual departments

Cappuccino, a croissant and a look in the newspaper: This is a habit enjoyed by many and one that we have thanks to the good organization and punctuality of companies such as Adriatica Press S.p.A.

The user

- Marketing and distribution of publisher products such as newspapers, magazines, books and other items
- Approximately 1300 distribution customers
- Covers the regions of Marche and Abruzzo

Adriatica Press S.p.A.

The mission of Adriatica Press S.p.A. is to market and distribute the publishing house's products such as newspapers, magazines, books and many other items that can be bought at newsstands in Marche and Abruzzo. A business that requires constant exchange between the publishing institutions on the one hand and the 1300 distribution agents on the other hand. The telecommunications and IT infrastructures play an extremely important role: "High performance, integration, security, and functionality are mandatory to enable communication to function simply and smoothly."

With the aim of implementing relevant communication services in the sales network, which is based on telecommunications and an IVR system, Adriatica Press S.p.A. turned

innovaphone IP phone IP240

to the company TED Ingegneria dei Sistemi. The latter has been a certified innovaphone Reseller for quite some time. The starting scenario was clear from the beginning: The existing switchboards were no longer suitable to guarantee the ever-increasing flow of communication. They also had shortcomings with regard to IT and VoIP integration. The need to install a call center meant a better-developed switchboard was required, which the customer requested to be open, standards-based, as well as reliable and easy to integrate into the IT infrastructure of the company. The best solutions available on the market had, to date, already been implemented in this.

"Apart from the fact that the customer wanted to rely on a powerful and technically leading PBX system, the wide range of Unified Communications functionalities should also be available", confirmed Paolo Bocci, Managing Director of TED Ingegneria dei Sistemi. "The logical consequence was to propose the innovaphone solution. After a market comparison, this was the solution that proved to be the optimal solution for Adriatica Press S.p.A."

The customer's catalogue of requirements contained the following items: maximum IT integration, efficient VoIP connection, reliability of the infrastructure, absolute redundancy at each site, as well as IVR functionality.

Maximum redundancy

In total, four locations had to be connected: Pescara, Ancona, Avezzano and Civitanova Marche. An innovaphone IP800 VoIP gateway was installed as a master and an IP305 in standby at the site of Pescara. In Ancona, an innovaphone VoIP gateway IP800 was used as a slave. Maximum redundancy is achieved between the devices: in the case of malfunctions of the local IP800, the extension numbers at Ancona would register to Pescara, while all SIP trunks have a double active registration at both sites. At the other two locations, Avezzano and Civitanova Marche, the analogue adapters IP22/IP28 are used for fax support. The existing DECT solution at Pescara could easily be integrated in the innovaphone PBX. This provides one decisive advantage: while previously fixed-line and DECT telephones had different numbers, the subscriber's two phones could now be combined with a single extension number. The ESTOS metadirectory provides LDAP synchronization between the database of customer/supplier and the telephone system. All phones and the innovaphone myPBX software allow for a quick search by name. For incoming calls, they visualize the contact person.

innovaphone VoIP gateway IP800

The challenge

- New telephone system, which integrates into the existing IT infrastructure
- Flexibility, reliability and redundancy at all locations
- High performance, maximum security and ease of use
- UC functionality

In addition, a high-level IP GSM gateway was integrated into the infrastructure, internally allowing the call to be retransferred if a subscriber with mobile phone does not immediately pick up the call and then calls back. Furthermore, the same GSM gateway acts as the SMS server. The authentication of the subscribers is based on Kerberos with accreditation by the Active Directory. TSIP and SRTP encryption are active for all telephone calls.

With regard to the phones, IP232 devices were selected for the offices of the Executive Board, while IP240 devices were purchased for all other desks.

UC functionality for improved communication

"One of our key requirements was to have the various Unified Communications functionalities", adds Andrea Artoni by Adriatica Press S.p.A. "Currently we have implemented the innovaphone myPBX as well as Voicemail and Video Conferencing. The result is more than satisfactory. The users greatly appreciate the improved communication and interaction between the various departments, as well as the positive user experience due to the intuitive handling of these functions."

The solution

- VoIP gateway IP800 and IP305 in two branches, IP adapter IP22/IP28 in two further branches
- DECT – integration
- IP phones PI232, IP240
- innovaphone voicemail, reporting, queue monitor, video conference

To simplify communication with the kiosks and other outlets, a Voxtron call center solution was installed. It allows newspaper sellers to completely manage their orders and statements by Interactive Voice Response (IVR) and text-to-speech while also granting the possibility of indicating supply variations. It is an integrated system with a reply function that was developed by the customer itself with qualified support from Voxtron, TED and the software company that supplies the customers.

The use of voice conversion software from Loquendo and speech synthesis with "Truly Human" emphasis could reduce the "dehumanising" effect on the sales network. The result is a system that is user friendly, efficient, reliable and perfectly integrated in the existing IT infrastructure.

The innovaphone Queue Monitor and the Reporting functionality were integrated into the innovaphone PBX for better management and analysis of the telephone traffic, regarding the usage and other data.

"TED resolved all the requirements that we set satisfactorily", says Andrea Artoni. "The innovaphone solution is powerful, flexible and reliable. The efficiency and security of the redundancy scenario has been confirmed in various stress tests. TED also guaranteed an express service as an additional added-value for the entire infrastructure: immediate help and quick exchange of each unit within eight working hours – from the time of the call: an aspect that we cannot appreciate enough."

The benefits for the customer

- Maximum integration into the existing IT system, efficient VoIP connection, extensive UC functionalities
- Flexible and reliable infrastructure
- Better communication and interaction with the trade customers, as well as with the individual departments

Conclusion and Outlook

Adriatica Press S.p.A. evaluates the now available infrastructure and the close cooperation with the relevant reseller TED Ingegneria dei Sistemi as very positive.

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