

snom

Case Study
Rivit S.r.l Italy



Section 1 - Background on the Project

Rivit S.r.l. is a leading Company in Italy for the production and distribution of fasteners, rapid fastening systems and installation tools, bolts and screws, tools and machines for sheet metal working. The company was founded in 1973 and is based in Ozano dell'Emilia, Bologna, Italy. The company serves metal, roofing, frames, dealers, industrial auto body works, air conditioning, photovoltaic, and marine sectors. It exports its products to over 30 countries worldwide and sells its products through a network of dealers.

Section 2 – Problem

Back in 2006, Rivit S.r.l. installed an analog phone system that quickly became outdated. After installation, it wasn't long before Rivit's Information Communication Technology (ICT) manager Marco Pasquali realized the system's limitations. The company had no way to custom configure internal extensions and/or additional telephone services that would help fuel the growth of the 41-year old company. What Rivit needed, he says, was a way to leverage its IP infrastructure to establish a configurable, flexible voice system, while at the same time making it easier for employees to reach internal and external colleagues.

Section 3 - Solution

Rivit worked with Centro Computer SPA, an Italy-based infrastructure and telecommunication consultancy and a Snom Certified Engineer (SCE) partner, to deploy Snom UC edition phones and Microsoft Lync for Unified Communications. Centro recommended Lync and Snom phones because Rivit was already heavily invested in Microsoft technologies, and because of the feature richness, ease of deployment and customization of Snom's UC edition phones. After a thorough evaluation, the company implemented 60 Snom UC edition phones, a mix of the Snom 710, 720 and 760 models.

Section 4 - Benefits

Two of the main reasons for going with Snom is that Snom phones are the only Lync qualified phones that can be natively provisioned directly from the Microsoft Lync Server, and can supply critical features to Lync qualified phones.

Rivit saved precious resources by not having to install additional provisioning servers to deploy the phones, a common pain point of other Lync qualified phones. This has been a differentiation point for Snom for some time. Further, Rivit leveraged the flexible and customizable nature of Snom's firmware, and customized its outgoing messages, music-on-hold and dynamic call queue management to suit its business needs. Rivit's Pasquali says the company has benefitted from the cross-platform visibility of presence capability, and that the company is examining whether to bring customers and suppliers into the fold, leveraging Lync's chat functions to communicate faster and more effectively.

Section 5 - Future

The company is continuing to look for ways to optimize its communications as it expands globally. For example, Rivit recently opened a new office in India and sees opportunities to connect that region to its headquarters in Italy using Lync Unified Communications, and is also evaluating whether to install Lyncs software on its sales agent's tablets and smartphones.



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Marco Pasquali, Information Communication Technology (ICT) Manager, Rivit S.r.l.