snom

Case Study
SAZ Group

Highly flexible VoIP-solution based on
Open Standards and Integration of
of business features

snom

Section 1 - Background

The SAZ Group, headquartered in St Gallen in Switzerland, develops and supplies branch solutions for marketing and sales of direct marketing services and household databases. This independent international group of companies employs several hundred people and serves clients in Europe, Asia and The Americas.

Section 2 – Problem

A growing business meant that the SAZ Group needed to expand its internal communication system, particularly with respect to future proofing the systems for new customer acquisitions and customer relationship management. SAZ decided to replace its outdated telephone system with a flexible IP-PBX. Almost half of the 350 workplaces were call centre related, and the remaining workplaces required a modern telephony solution that met standard office requirements. In addition to the SAZ Group headquarters in St. Gallen (Switzerland), the sites in Garbsen (Germany), Hoofdorp (the Netherlands) and Warsaw (Poland) needed to be connected to the new system, and all of the workplaces needed to be equipped with VoIP telephones. Open interfaces were of particular importance to allow SAZ to smoothly connect the company's front and back end applications.

Section 3 – Solution

The contract was awarded to Clarity AG, in Bad Homburg (Germany), a provider of software-based voice communication solutions for call centre and business telephony. Clarity recommended a Clarity Communication Center-based solution tailored to the company's needs. The Communication Center is a modular telephone software system with functions such as comfort telephony, telephony extension and telephony automation as well as a voice portal, all on a single platform. The product portfolio is rounded off with the Clarity Contact Manager, hosted/ managed services and a range of solutions surrounding Voice over IP. For years now, Clarity has been using VoIP Snom telephones in its projects. After a successful test installation in January 2009, Clarity began implementation of the system. In addition to the SAZ locations, which are connected to each other via IP, the solution also provides connections to external agents. Technical security is provided by redundant systems and system fallout security in the event of a lapse in the IP connection. If there is a disturbance in the WAN network between the locations, calls will automatically be established via the PSTN.

Section 4 - Benefits

The Snom 360 was chosen because the phone is easy and convenient to use and has all of the necessary functionality. Special signalling on the telephone displays and LED function keys were configured and different functions such as call reception, call forwarding and phone number transmission were adjusted to users' requirements. Another deciding factor was Snom's international presence. SAZ operates globally, and Snom's international branches and partners meant that procurement and support were available abroad. Open Clarity interfaces enable SAZ to carry out its own system administration and use the Clarity Skript Editor to quickly change call flows and implement comprehensive IVR (interactive voice response) solutions. This makes it possible for SAZ to react very quickly to data protection requirements and changes – for example with a special interactive voice menu with which called parties can receive information in accordance with legal regulations. This allows SAZ to provide legal certainty with respect to data protection for its customers.

Section 5 - Future

Clarity's telephone system in combination with the snom 360 VoIP telephones has been successfully in use since July 2009. SAZ are fully satisfied with the new system and the VoIP telephones.

"Snom's VoIP telephones are based on the open SIP standard and meet Clarity's high demands thanks to their interoperability, broad range of functions and quality."
Clarity AG

"It was especially important to us to not to have to depend on a system with specific devices but rather to have a flexible, compatible and future-proof solution."
Karsten Klemm, Executive Director at SAZ smart.net GmbH