

snom

Case Study SanLucar Fruits

A new and distinctive telecommunications system capable of integrating voice, video, instantmessaging, web access, and mobile telephony



Section 1 - Background

SanLucar Fruit is one of the principal distributors dedicated to horticulture in Spain. Founded in Valencia in 1993, SanLucar has more than 120 workers and farmers in more than 30 countries who engage enthusiastically in fruits and vegetables cultivated and harvested by hand, and with a commitment to quality. The headquarters of the international company are located in Valencia (Spain). In Germany, SanLucar distributes their products from Ettlingen (Karlsruhe) and in Austria, from Vienna. Other locations are in Italy, France, Turkey, Tunisia, South Africa, and Central and South America.

Section 2 – Problem

SanLucar Fruit needed a new and distinctive telecommunications system, capable of integrating voice, video, instant messaging and web access, and supporting mobile telephony. They were looking for a system in keeping with the dynamic profile needed by a company of their size. They recognized that creating an environment that delivered quality, speed and effective communication was essential to get the best product.

Distributed throughout Europe and working in a highly active market, workers at SanLucar Fruit, needed to have information in real time about the state and presence of each user. They needed to have fast and efficient integration, with telephony giving them greater efficiency in their work. They were also looking for a solution that would combine modern functionality with their company philosophy of respect for ecology and the environment. The system also needed to allow video communications and work-sharing, not only for the SanLucar offices, but also for their teleworkers, enabling an efficient and collaborative work place for all employees, irrespective of location.

Section 3 – Solution

EuropeSIP Communications designed a communications system based on Microsoft OCS 2007 R2, enabled for Enterprise Voice, using Snom telephones with specialized firmware for Microsoft, the Snom OCS edition, and Asterisk clustering, applying advanced Gateway and fax functions.

Desktops use the Microsoft Office Communicator 2007 R2 client with SCUPA Business for remote control of the phone. Remote users are supported using both the client and Snom phones, through the OCS infrastructure server Edge Server. The link with the PSTN is performed through a Mediation Server connected to an Asterisk cluster equipped with Sangoma cards.

Section 4 - Benefits

The solution provides the required integration of voice, video, instant messaging, web access, and mobile telephony functionality and the new communications network meets the business needs for speed and efficiency. The solution also meets the SanLucar objective for the use of "Green Computing". This was achieved through virtualization of different elements. This included the use of low power consumption Snom telephones for internal users reinforcing the commitment of San Lucar to achieving maximum quality while being respectful with the environment.

