

## Nethinks is backing snom telephones to transform communications at Rosenthal

Even the legendary Rosenthal has chosen to make savings with VoIP telephony

The world famous Bavarian company has been in business for over 130 years. Over this time it has developed into an extremely diverse company and today, with its elegantly designed brands and with stores and offices in more than 97 countries over the world, it is a leading manufacturer of contemporary and innovatively designed items for tableware, interiors and gift ideas. Convincing a company of this calibre to switch to VoIP was the task of technicians at Nethinks, the IT company from Hesse.

“Simply because of the size of the Group and its international trading business, Rosenthal is a customer with very high expectations”, explains Uwe Bergmann, Managing Director of Nethinks GmbH, IT infrastructure provider in Fulda, Germany.

“The IT-Managers at Rosenthal turned to Nethinks, because the proprietary PBX system was no longer able to meet all their needs.” Rosenthal GmbH, located in Selb, in Upper Franconia is one of the most famous German manufacturers of porcelain and needed to have a fast and reliable network infrastructure which is compatible with the modern ways of communication. With three locations and over 400 phones, the old ISDN based Telephone system was not flexible enough and generated high costs. “The limited number of slots and the lack of connectivity between the sites caused large problems for the everyday workflow”, recalls Achim Korta, Technical Director of the Rosenthal IT department. For the new end devices Nethinks and Rosenthal chose telephones from the Berlin based company snom technology AG, one of the most important German suppliers of IP technology.

Rosenthal GmbH was founded in 1870 and today is one of the worldwide leading providers of tableware and home accessories. Artists, designers and architects have reinforced and developed the company's reputation as design-pioneer; over 450 design-awards to date clearly confirm Rosenthal's role as a forerunner in its field. Over the decades Rosenthal has always remained alive and fascinating, united and motivated by the motto: “to deliver the best design- original in our time - for every era”.



The high-quality Rosenthal porcelain is manufactured at two production facilities in Upper Franconia: in the Rosenthal factory in Rothbühl, in Selb, and the Thomas factory in Kulm, in Speichersdorf. With around 900 employees, the company generates approximately € 85 million in sales (2011).

### [The new system connects the company sites in Italy and Germany](#)

The project to modernise communications at Rosenthal, including two high-performance telecommunications systems in Selb and Speichersdorf, was developed and executed in collaboration between the project manager Bastian Marmetschke from Nethinks and Achim Korta from Rosenthal.

The IT systems developer from Fulda analysed the network infrastructure and checked which features the new telephone system had to provide and what additional features would have contributed to improving efficiency. It was clear that in order to make sure the telephone system could keep up with the times the more than 400 existing phones had to be completely replaced with snom IP telephones.

Connecting the communication networks of the three sites was possible by using two systems from the company Digium has been a snom partner for many years with its Asterisk based open source system. The Installation in Selb now also controls the telecommunication in the nearby facility in Rothbühl. Subsequently all offices including those of the sister company Sambonet in Italy were coupled without problems or additional investment. The new Nethinks telecommunications system which is based on the License-free open source program Asterisk makes it possible to use an unlimited amount of installable end devices. With VoIP Nethinks and Rosenthal followed an important trend: telephony and data traffic use the same data lines which guarantees smooth internal and external communication.

#### The users approve of snom telephones

To ensure that the new communications infrastructure worked effectively the right choice of end devices was made. "During tests on devices from several different providers the snom telephones really stood out from the others", says Marmetschke, project manager at Nethinks.

Rosenthal above all chose the snom series 3xx devices. With these telephones we have always had good results on a technical level and the design is very elegant", says Marmetschke. It is the same for the users who manage to use snom telephones easily- also because despite their modern core they look like normal telephones.

Marmetschke also identified another great advantage with snom devices: given that they are extremely intuitive and come with a guide detailing the various functions, users learn how to use them quickly and without much need for training. The navigation keys guide the user in an intuitive way through the menu while the more complex functions, call details and the configuration possibilities are accessible via a browser connected to a PC. "The majority of users take the device, try it

and manage to use it easily because many of the functions as exactly as expected without having to look in the manual or have special training" explains Marmetschke. For Nethinks the devices' reliability was a determining factor. "While with other devices it sometimes happened that they broke after a while, snom telephones are very solid and dependable", says Marmetschke. Furthermore to install and administer more than 400 snom end devices Nethinks and Rosenthal benefit from the fact that the telephones can be configured remotely and are highly compatible with SIP devices from other providers. STUN, NAT, ENUM and numerous other functions support means that snom telephones allow for flexible use with local proxies, PBX IP or VoIP hosted services.

#### The PC screen becomes an extension of the telephone display

Thanks to the integrated LCR (Least Cost Routing) function on the new VOIP telecommunications system at Rosenthal, the cheapest rates are selected independent of the provider. An adequate flat rate was also established for the mobile network. By using a VOIP SIP-Trunk a primary multiplex connection with 30 ISDN lines was replaced – all outgoing calls are now routed directly into VoIP.

A connection between the telephony and the groupware application the system Rosenthal uses for its e-mail was created: the CTI function (Computer Telephony Integration) allows for direct dialling of phone numbers directly from Outlook.

Thanks to the 2 door Ethernet switch snom telephones can be connected to a PC via a RJ-45 interface as well as to the network. Incoming calls are therefore displayed directly on the screen. Furthermore the IP system was connected to the SAP ERP-System used by Rosenthal. This link allows for offers, order confirmation and invoices to be sent as a fax directly to the customer, using only the SAP user interface.

"The CTI-Client is a great improvement for the workplace", says Achim Korta from Rosenthal. "The whole screen turns into the phone display with a virtually limitless call history. The operator's CTI-Client provides a fast and uncomplicated overview of availability of all end devices". By changing to the solutions proposed by Nethinks, Rosenthal achieved a mayor cost reduction in communications. Every employee has an individual call and fax number. Calls between the two production facilities as well

as the sister company in Italy are completely free-of charge through short codes. Other facilities or end devices, such as home offices can easily be added to the system due to the licence-free software solution Asterisk. This means that the communications infrastructure can be expanded or decreased at any time to suit future needs.

#### Rosenthal's prediction: ROI in less than a year

The system's flexibility has already been taken advantage of by Rosenthal since the beginning of 2013, because subsequently all nine sites have been connected to the central communications system. Alongside a wide range of its various branded products Rosenthal also sells items by famous cutlery, glassware and accessory manufacturers in its "Rosenthal Studio-Haus" stores in many German cities. In three months Nethinks connected one Rosenthal site after another and of course equipped them with snom telephones. This way the "Studio-Haus" can also benefit from all the functions on the new infrastructure.

"Obviously apart from a considerable improvement in performance it is great to be able to have high cost savings as well", says Martin Bauer, Finance Director at Rosenthal. "We are aiming to get a ROI for the entire project within a year", adds Bauer. Achim Korta adds: "The professional implementation of the project, from initial planning to the acceptance protocol, as well as the "fast track" short distances between customers and suppliers has really surprised us. Of course, the implementation of a new technology is also associated with a learning process for the employees" says Korta.

"Since Nethinks answered the various questions on the spot during the installation of the phones, our employees were quickly able to get along with the new technology."



snom technology AG

Wittestr. 30 G  
13509 Berlin

Phone +49 30 398 33-0  
Fax +49 30 398 33-111  
Email [info@snom.com](mailto:info@snom.com)