

ALS Labelling Solutions

Ireland-based manufacturing company brings its telecoms up-to-the-minute, with Rainbow UC from ALE.



“Rainbow provided us an affordable option for communications, enabling the transfer of calls from head office directly to engineers on the road. We were very happy to receive positive reactions from our internal users early on as the system is very user friendly and easy to navigate. The solution has enabled us to streamline our business processes and ensure a high level of service to our customers.”

Sara Farrelly, Finance Manager

ALS Labelling Solutions is a leading supplier of automatic labelling and Auto-ID systems, supplying barcode scanning and vision systems, desktop label printers and software solutions that can be fully customised to meet client’s needs, and fully stand-alone labelling systems that integrate into new or existing systems.

CHALLENGES

ALS operates a team of regionally-placed engineers, based on the road, to deliver after-sales services and facilitate customer requirements. However, their legacy landline system offered limited functionality, and they realized that they were not taking advantage of technological advancements in telecoms that could add numerous business benefits.

They embarked on an initiative to identify a unified communications solution that was highly reliable, feature-rich and cost-effective. Wrap around support from a trusted delivery partner was essential to maximise the solution potential.

ACTION

Based on the advice of leading Irish telecom expert evcoms, ALS selected Rainbow™ by Alcatel-Lucent Enterprise.

Rainbow provided modern digital telephony that made for a more affordable option for essential field communications, such as transferring calls from head office directly to engineers on the road. The mobility features allowed users to be fully mobile, handling calls and customer requests wherever they were. The broad scope of features provided by unified communications (UC) meant engineers could do more than just talk. Rainbow provided instant messaging, audio and video conferencing, alerts, and integration with Microsoft Teams.

The installation was delivered by evcoms, who ensured a smooth and seamless process. The transition from legacy system was executed with no disruption to service, enabling the business to continue without downtime.

PRODUCTS AND SOLUTIONS

- [Alcatel-Lucent OXO Connect Evolution](#)
- [Rainbow by Alcatel-Lucent Enterprise](#)

Customer Story

MARKET: **MANUFACTURING**

DEAL IMPLEMENTED:
SEPTEMBER 2022

COUNTRY: **REPUBLIC OF IRELAND**

NUMBER OF USERS: **15**

COMPANY:

ALS LABELLING SOLUTIONS

RESULTS

Technical benefits

- Ability to create or join audio and video meetings with up to 120 participants and up to 12 simultaneous video streams
- Feature-rich telephony capabilities
- Connect existing on premises telephony system or a cloud PBX with Rainbow

Financial benefits

- Increased efficiency and productivity without increasing costs
- ISO 27001 compliant and designed with product security features to help prevent and detect security threats
- Data privacy focused, following applicable laws such as General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA)

User experience benefits

- Audio and video conferencing and file sharing added alongside standard telephony
- Real-time information for remote teams

WANT TO TALK WITH SOMEBODY?

[CONTACT US](#)