



CSF Inox

Improving communications and efficiency with CPaaS

“Rainbow powers our virtual assistant CSF Assistant, which is used to obtain detailed information on the stock of certain items, but also to query the system on the progress of processing of a pump or even on the status of orders. Times have been halved and efficiency has increased, and we are very satisfied with that.”

Massimo Mappa
Network Administrator

MARKET: MANUFACTURING
DEAL IMPLEMENTED: 2017-2018

REGION: ITALY
NUMBER OF USERS: 90+

COMPANY:
CSF INOX SPA



CSF Inox SPA (CSF Inox) was founded in 1970 in Montecchio Emilia, a small town in northern Italy, and is a leading producer of pumps for the food and beverage, dairy, chemical and pharmaceutical industries across Europe. The company is part of the CSF Inox Group that also includes Bardiani, a company specialized in sanitary valve production, and OMAC, a leader in positive displacement lobe pump production and MBS, which is specialized in heat exchangers with corrugated pipes. CSF Inox Group has over 300 employees and a turnover of over €60 million.

CHALLENGES

CSF Inox needed to replace an aging PBX and move to an IP telephony solution to optimize telephone operations and improve communication services.

The company also wanted to enable more efficient communications with a unified Cloud-based communication system integrated with its existing infrastructure. The solution needed to be intuitive and improve employee mobility.

PRODUCTS AND SERVICES

Alcatel-Lucent Rainbow™ Essential
Alcatel-Lucent Rainbow API Hub
Alcatel-Lucent OmniPCX® Enterprise Communication Server
Alcatel-Lucent 4059 Attendant Console (UA TDM based)
Alcatel-Lucent 8018 DeskPhone
Alcatel-Lucent 8019s DeskPhone
Alcatel-Lucent 8029 Premium DeskPhone
Alcatel-Lucent 8039 Premium DeskPhone

WHAT MADE THE DIFFERENCE?

CSF Inox turned to its longtime partner, Lantech Longwave to design a tailored solution. The Lantech Longwave team proposed a comprehensive communications solution, including the OmniPCX Enterprise Communication Server, and an ALE media gateway. It also included Rainbow, ALE's Communications Platform as a Service (CpaaS), which was piloted free of charge to allow CSF Inox to thoroughly test and experience CpaaS' benefits before adopting it.

Benefits

> TECHNICAL

Rainbow enabled the creation of a virtual assistant, named CSF Assistant, to interact and interface with the company's Galileo ERP Software Management, allowing users to ask questions through the "Chat Bot" and receive immediate answers.

CFS Inox can easily extend the Cloud-based Rainbow solution to new sites and upgrade from Essential licenses to Business/Advanced licenses for added functionalities.

The PBX and IP handset upgrade deliver improved performance and stability.

> FINANCIAL

The flexible and scalable solution will accompany CSF Inox as it continues to expand.

CSF Inox saw considerable time savings and improved productivity following the implementation of Rainbow.

> USER EXPERIENCE

Users communicate simply and efficiently thanks to Rainbow's chat function and the system's ease-of-use.

The solution is accessible on-the-go and supports employee mobility.

The OmniPCX Enterprise Communication Server and IP handsets provide excellent voice connectivity to CSF Inox's customers and employees.

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