



SUPPORTING GROWTH IN MANUFACTURING WITH IP TELEPHONY

**IBRAHIM ET FILS (IFRI)**

IFRI has been manufacturing beverages, including sparkling water, since 1986. The company, which produced over 504 million liters in 2011, has become one of Algeria’s national market leaders.

**CHALLENGES**

IFRI was facing new challenges linked to its fast-paced growth and the organization of its multiple sites.

The company needed to centralize communications and implement a mobility solution to facilitate employee productivity across sites.

Additionally, IFRI was looking for a solution that would support its future development and growing geographic expansion.

**PRODUCTS AND SERVICES**

Alcatel-Lucent OmniPCX® Office Rich Communication Edition

Alcatel-Lucent OmniVista® 8770 Network Management System

Alcatel-Lucent OmniTouch® 8082 My Instant Communicator Phone

Alcatel-Lucent 9 Series Digital Phones

Alcatel-Lucent Dect Handsets

Alcatel-lucent 8 Series IP Phones

Alcatel-Lucent OmniSwitch® 6250, 6400, 6850E

Alcatel-Lucent OmniStack® 6224 Stackable LAN Switch

**WHAT MADE THE DIFFERENCE**

IFRI chose the ALE solution because it was robust and scalable; integrated both digital and IP telephony as well as mobility functions; and simplified inter-site connectivity.

EGITEL, the Business Partner, and IFRI have built a strong relationship over 15+ years. The quality of EGITEL’s pre-sales accompaniment, as well as its post-sales support, were decisive factors for IFRI.

**Location:** Bejaia, ALGERIA

**Vertical:** Manufacturing

**Number of users:** 500

**Deal implementation:** 2001 - 2013

**Business partner:** EGITEL



**BENEFITS**



**TECHNICAL**

Thanks to the Alcatel-Lucent OmniPCX® Office Rich Communication Edition, the 5 regional sites now have IP interconnection, and can seamlessly deliver IP, digital, analog and DECT communications.



**FINANCIAL**

The Alcatel-Lucent OmniVista® 8770 Network Management System and its taxation module enable optimal control of external communications, providing greater visibility and facilitating management.



**USER EXPERIENCE**

The DECT mobility solution has demonstrably improved user productivity during business trips, especially in the maintenance, production and safety departments.



“The EGITEL / Alcatel-Lucent Enterprise solution has allowed IFRI to upgrade existing infrastructure with new hardware and software. It assures continuity for staff and has enabled us to adopt advanced technology while capitalizing on our initial investment.”

Kaci Ibrahim, CEO, Ibrahim et Fils