



LAMY

A new chapter in telephony: Transformed functionality, easy administration and aesthetic design

Lamy replaces its legacy telephone system with a modern Alcatel-Lucent Enterprise communications solution

Customer Story

LAMY

MARKET: INDUSTRY
DEAL IMPLEMENTED: 2016

COUNTRY: GERMANY
NUMBER OF USERS: 250

COMPANY:
LAMY

Alcatel·Lucent 
Enterprise

The LAMY brand stands for high-quality designer writing instruments defined by their timeless modern looks and perfect functionality. The new communications solution that the company recently implemented had to meet these high standards. True to the company philosophy and brand, the solution's functionality had to be scaled to meet their precise needs, and the design and operation of all components had to reflect the brand's aesthetic demands. Alcatel-Lucent Enterprise and its premium partner COM plan + service rose to this challenge.

The company

Timeless modernity, functional design and quality "Made in Germany": These are the hallmarks of the LAMY brand. With classics such as the LAMY 2000 or the LAMY safari, Lamy has inspired writing enthusiasts around the world for over 50 years. Meanwhile, Lamy is not only the market leader in Germany, but has also developed into an internationally coveted lifestyle brand. The company manufactures its high-quality designer writing instruments almost entirely in Heidelberg.

Initial situation

Lamy had a legacy telephone system in place that enabled easy and convenient phone calls, but was unable to grow with the company's needs. The associated call center solution only offered a limited range of functions, and Lamy's in-house IT team found it difficult to manage the system. At the same time, the provider's support decreased with less and less specialist personnel available for this 'older' type of system

As a result, the company decided to replace the existing system with a future-proof solution that would meet its ambitious requirements for superior functionality, manageability, support and design.

“Our vision of a custom telecommunication solution has paid off. We now have an extremely stable, easy-to-use system and were able to minimize the support effort both for our own IT team and for our partner COM plan + service.”

TILO ERMILICH, LAMY IT MANAGER



Selection

In the determination of requirements and system selection phase, Lamy was supported by 3PLAN, a technology consultancy with many years of experience in planning and projecting communication projects. Together they drew up a shortlist of three providers who were invited to present their solutions.

The project team was strongly in favor of selecting a telephony solution that mirrored the corporate philosophy of scaling functionality to what was absolutely necessary, and an aesthetic standard that would be reflected both in device design and operability.

Alcatel-Lucent Enterprise and COM plan + service were selected to supply and implement the new solution. Essentially, the decision was guided by the proposed well-structured system administration, the proven competence and proximity of COM plan + service and the clear design of the system components.

Solution

The Alcatel-Lucent OmniPCX® Enterprise Communication Server forms the core of the new solution. All server components are operated as virtual machines, and all connected devices are IP devices. The network is administered with the Alcatel-Lucent OmniVista® Network Management System.

Lamy uses the Unified Communications solution Alcatel-Lucent OpenTouch® for computer telephony integration (CTI), the display of presence information and single-number functionality. The system is completed with the robot5 ContactCenter from COM plan + service.

Functionality

The new system provides Lamy with a future-proof solution that delivers all modern telephony functions. Conference calls can be set up very easily, and each employee now has their own personal fax address.

An alarm button was implemented for the reception staff that automatically calls a defined group of persons in the event of emergencies. For night shift employees, the alarm function could be enhanced with a location identification feature.

The robot5 ContactCenter solution, which was tailored to Lamy's requirements, distributes the inbound and outbound calls of the sales department and all incoming calls when the reception desk is not manned.

Integration

The IBM Notes email system was integrated via a widget from Alcatel-Lucent Enterprise, This made it possible for employees to call contacts directly from within IBM Notes or to mark a phone number in any text and automatically set up a call.

An SMS host sends text messages via the email system.

Another interface connects the new solution with the company's ERP system, allowing customers to be called directly from the order entry module. The relevant customer mask of the ERP system opens automatically when a customer calls.



Implementation

Lamy wanted to use the Alcatel-Lucent components to design a tailored telecommunications system. Therefore, the main challenge during implementation was to simplify the functionality, to adapt the operating logic and to define the call flows exactly as planned.

After a joint learning process, the project team successfully completed the critical customization phase. During this learning journey, it was helpful to the success of this project to have the implementation partner bring in a project manager that shared the spirit of the solution concept.

Special requests, such as flexible AB announcements and changes to the call center solution, were implemented quickly and competently by COM plan + service.

Results

All employees who need a telephone for their work are connected to the new system. About half of them use desk phones, with the other half using mobile DECT phones. Employees with frequent customer contact connect a headset to their phones.

The OpenTouch functions are used by all employees who have a PC. The robot5 ContactCenter is mainly used by the sales staff and for call distribution when the reception desk is not manned.

Advantages and benefits

Better manageability is an essential advantage of the new system. Since it was implemented as a pure IP solution, the telephony solution does not require its own network. The flexible solution is available at every workstation. Conference calls can now be set up more easily. Users who have many appointments are very happy with the single-number function, as their iPhones now ring in parallel to the desk phones.

CHALLENGES

- Difficult administration of the legacy system
- Limited functionality of the call center solution
- Insufficient support

SOLUTIONS

- Powerful Alcatel-Lucent OmniPCX® Enterprise Communication Server
- Pure IP solution
- Unified Communications functionality, including CTI, single-number and presence information

BENEFITS

- Better administrability
- Modern functionality
- Flexible and future-proofed
- Minimized support effort

“The customer planned his project with extreme diligence and insisted on a functionally and technically perfect implementation of their defined goals. As a result the system runs very stable so that we only have to process very few support tickets.”

FLORIAN KEILMANN, KEY ACCOUNT MANAGER,
COM PLAN + SERVICE