

MYMUESLI - WORLD'S FIRST ONLINE CUSTOMISED MUESLI RETAILER SUPPORTS RAPID GROWTH WITH NEW COMMUNICATIONS SYSTEM FROM ALCATEL-LUCENT

MYMUESLI

CUSTOMER INFORMATION

- First online muesli retailer founded in 2007 by three young student friends
- Today mymuesli operates out of ten stores , two offices and manufacturing sites throughout Germany and Switzerland

CHALLENGES

- Rapid business growth required an adequate solution to match
- Mymuesli customers were struggling to address inquiries and orders with the existing technology
- Production workers had no access to telephones

PRODUCTS AND SERVICES

- Alcatel-Lucent OmniPCX™ Office Rich Communication Edition
- Alcatel-Lucent IP Touch™ 4018
- Alcatel-Lucent 400 DECT Handset
- Alcatel-Lucent OmniSwitch™ 6250 Stackable Fast Ethernet Switch

BUSINESS AND TECHNICAL BENEFITS

- Latest communications - from waiting loops and fax to conference calls
- Professional “business card”
- Better efficiently and comfortably with customers, partners and muesli suppliers around the world
- Solution that can grow with the business



“We decided to implement a 21st century solution from Alcatel-Lucent Enterprise which is seen as matching the ambitions of the company and offers us all the communications features found in major enterprises - from waiting loops and fax to conference calls. The new system is a real 'professional business card' for us”

Max Wittrock, Executive Director

DEAL FACTS AND FIGURES	CUSTOMER DETAILS
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| <ul style="list-style-type: none"> • Date initial deal won: April 2012 • Implementation date: June 2012 • Business Partner: Call-Data-Systems GmbH | <ul style="list-style-type: none"> • Location: Passau, Germany • Vertical: Manufacturing • Number of users: 50 |
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