



REGIONAL CASE STUDY

MARKET: RETAIL

REGION: GERMANY

COMPANY: PARTYLITE

# LEADING PARTY PLAN COMPANY PIONEERS UNIFIED COMMUNICATIONS ACROSS EUROPE

PartyLite opts for the cloud to let employees choose between deskphones, softphones and smart devices.

**PARTYLITE**<sup>®</sup>  
CANDLES

PartyLite, the world's largest direct selling company of candles and candle accessories, has modernized its telephony communications infrastructure with a cloud solution that enables all of its employees across 17 European countries to have the same communication experience wherever they are. The project, which extends to PartyLite's contact center to support its customer service, uses the Alcatel-Lucent OpenTouch<sup>®</sup> products and was implemented by business partner SKC GmbH.

..... Alcatel-Lucent  
Enterprise



## CHALLENGES

- Different infrastructure in Germany and other countries
- IT support and administration time-consuming and expensive
- PCs, smartphones and tablets not integrated with the business telephony system

## SOLUTION

- Centralized communication servers in Heidelberg
- Connection of all locations to the company cloud
- Integration of mobile devices through OpenTouch Multimedia Services

## BENEFITS

- Integrated system
- Unified administration
- Lower costs that can be better calculated
- Modern future-proof infrastructure



*"SKC is an important partner that has given us highly flexible support for many years. They are always there when we need them."*

**Heiko Muffert, Supervisor IT Support, PartyLite Europe Technology GmbH**

## FORWARD-LOOKING INFRASTRUCTURE

Until 2013, PartyLite Germany used a former Alcatel-Lucent Enterprise platform, while Alcatel-Lucent OmniPCX® Office Rich Communication Edition were installed in the other European countries. This infrastructure was to be centralized and modernized.

After a careful investigation of the alternative solutions available on the market, the responsible IT managers decided to implement the Alcatel-Lucent OmniPCX Enterprise Communication Server – a scalable, robust platform offering digital telephony along with IP-based telephony and multimedia communications.

In addition to the communication server, PartyLite implemented the Alcatel-Lucent OpenTouch Multimedia Services, which combine native multi-party conferencing, multi-device support and multimedia into a suite of applications that can be managed in a single environment.

The Alcatel-Lucent OmniVista® 8770 Network Management System (NMS) supports the IT team with an integrated package of modular network management applications for

a centralized administration of the Alcatel-Lucent OmniPCX Enterprise Communication Server and the Alcatel-Lucent OpenTouch Multimedia Services.

Two redundant call servers for the business telephony and an Alcatel-Lucent OpenTouch Multimedia Services server for Unified Communications services were installed in Heidelberg. They control a total of 700 connected devices (deskphones, mobile handsets and fax machines) in Europe. The existing devices, which integrate seamlessly into the new environment, will gradually be replaced with Alcatel-Lucent OmniTouch® 8012 Deskphones.

## COMPELLING BENEFITS

Implementation of the new infrastructure began in December 2013 with the migration of the existing communication server in Heidelberg to Alcatel-Lucent OmniPCX Enterprise Communication Server, and the integration of the Alcatel-Lucent OpenTouch Multimedia Services. During the first half of 2014, all European countries were migrated to the new infrastructure. The new system runs stable and delivers all the benefits that PartyLite had hoped to achieve with its introduction:

## GLOBAL CANDLE COMPANY

PartyLite was founded in Plymouth, USA in 1973 as the first direct selling company of candles and candle accessories. With locations in America, Australia and Europe, PartyLite is the world's largest party plan company selling candles, candle holders, flameless fragrance and wax warmers.

In 17 European countries, some 20,500 consultants sell the exclusive products at PartyLite parties hosted by private persons. The country organizations have their own marketing and sales strategies and work independently from each other. Their IT is, however, managed centrally from Heidelberg – by the PartyLite Europe Technology GmbH that is responsible for the IT support for all European locations.





### Centralized

The new infrastructure provides all the country organisations with the same functionality. All employees in Europe are connected to the servers in Heidelberg and can work across country borders, if necessary. In case of a problem in one of the six call centers which the company runs in Europe, another call center can seamlessly step in. Of course, a central Europe-wide directory of all employees is also available now.

### Modern

Alcatel-Lucent OpenTouch Multimedia Services offers a smooth transition into the modern world of Unified Communications. While some employees – especially in the call centers where softphones have not been introduced yet – continue to use their deskphones, other users make their phone calls through the Alcatel-Lucent OpenTouch Conversation client on their PCs or mobile devices.

### Integrated

With the Alcatel-Lucent OmniVista Network Management System 8770, both deskphone users and Alcatel-Lucent OpenTouch Multimedia Services users

can be managed in a single environment. This unified user management simplifies administration and protects the IT resources. Moreover, all local sites are now administered and controlled centrally so that the IT team can help users quickly, easily and with minimal effort – a significant contribution to improving internal customer service.

### Mobile

Thanks to the integration of PCs, smartphones and tablets through Alcatel-Lucent OpenTouch Multimedia Services, employees do not depend on their deskphones anymore. They can now work at home or on the road and still be connected to the enterprise telephony system. This is particularly appreciated by employees who need to be on standby at night, during weekends or holidays, for example, in the call centers or in the IT department.

### Flexible

Alcatel-Lucent Enterprise's pricing model gives PartyLite maximum flexibility: the company pays a monthly rental fee per connected device. This means that there is no capital expenditure, just ongoing cost, and the number of supported devices can be adapted to a changing demand at any time. This makes the cost of new sites or additional users easy to calculate, and enables a flexible shifting of licenses, for example, from a deskphone to a mobile device, or from an office desk to a home office.

## SUCCESS FACTOR COOPERATION

The project at PartyLite was implemented by SKC Seiler & Klimpel Communication GmbH, a long-term business partner of Alcatel-Lucent Enterprise that has supported PartyLite for more than ten years. In addition to the quality of the innovative products and the market position of Alcatel-Lucent Enterprise, the reliable support provided by the SKC was an important criterion in selecting the new solution.

"SKC is an important partner that has given us highly flexible support for many years. They are always there when we need them," says Heiko Muffert,

## CUSTOMER SUMMARY

PartyLite

**MARKET:** Retail

**EMPLOYEES:** 700

**URL:** [www.partylite.eu](http://www.partylite.eu)

Supervisor IT Support at PartyLite Europe Technology GmbH. "We know we can rely on SKC to find a solution for every problem within 24 hours. This is especially important during the high-turnover year-end period when we cannot afford any downtime of our IT systems." SKC is quite as pleased with the smooth cooperation they have with their key customer:

"The implementation at PartyLite was one of the most challenging projects we have done in our 25-year company history. Given the high complexity of the installation, good cooperation with the PartyLite IT managers was a key factor of success," says Patrick Kratz, an enterprise applications specialist at SKC.

SKC Seiler & Klimpel Communication GmbH in Hirschberg was founded by Jürgen Klimpel and Uwe Seiler in 1988. Its core activity is the marketing, installation and support of telecommunication systems and data networks. SKC has more than 25 years of experience in the successful modernization, expansion and complete renewal of infrastructures and systems. The offering of the service provider ranges from the design, installation and support of a system to its adaption to changed requirements. SKC's customers are medium-sized and large companies in various industries. <http://skc-gmbh.de>