prophete
keep moving

MARKET	REGION	COMPANY
MANUFACTURING	GERMANY	PROPHETE GMBH U. CO. KG

Leading bicycle manufacturer gears up with Alcatel-Lucent Enterprise

PROPHETE deploys state-of-the-art contact center and communications infrastructure

Alcatel·Lucent
Enterprise

Innovation, quality and customer service characterize the family business which is now one of the largest e-bike manufacturers in Germany. When it comes to its enterprise communications, PROPHETE places great importance on innovative technology, tailor-made solutions and excellent service. The company found the right partner back in 2003: Nachrichtentechnik Bielefeld GmbH (NTB), a long-standing Alcatel-Lucent Enterprise (ALE) business partner who is now helping it build its state-of-the-art customer service solution and converged enterprise communications infrastructure.

PROPHETE: Facts and figures

- Owner-managed family business
- Founded in 1908 by Hermann Paul Prophete
- Head office in Rheda-Wiedenbrück, manufacturing sites in Oldenburg
- Yearly turnover: 150 million Euro
- 400 employees
- Sales force in Germany, Austria, Switzerland and worldwide export
- For more information, visit: https://www.prophete.de

PROPHETE keeps moving

With almost 110 years of experience and success in the field of two-wheeled mobility, PROPHETE has been a driving force of innovation in the cycling world.

Headquartered in Rheda-Wiedenbrück, with a second office in Oldenburg, PROPHETE has produced and sold bicycles and bicycle accessories since 1908. The owner-managed family business builds high-quality and affordable bicycles for everyone – including children's bikes, city bikes, trekking bikes and mountain bikes. It is now one of Germany's largest manufacturers of e-bikes. Under the principal brands PROPHETE and REX, the bicycles are marketed via department stores, DIY stores, discounters and online retailers throughout Germany and Europe.

PROPHETE is constantly challenging the status quo. Its latest developments include RFID chips in its e-bikes, which in conjunction with a smartphone, unlock the bike, support navigation and display the remaining energy. In line with its «Keep moving» goal, the company ensures that PROPHETE remains an innovation leader with creative product designs that offer its customers state-of-the-art products for the best value.

Many components, one system – modern technology for an innovative company

With its corporate communications, PROPHETE gives great importance to always being at the cutting edge of technology.The company found the perfect partner in Nachrichtentechnik Bielefeld GmbH (NTB), a long-standing ALE business partner, and for the last 14 years has entrusted the company with the planning and implementation of its networks and communications systems. The latest upgrade has seen PROPHETE transform its communications infrastructure with a converged voice and data network, and customer service solution. The new Alcatel-Lucent Enterprise network provides enhanced mobile connectivity for all PROPHETE employees, from the high-end assembly workplace to the customer service center – simplifying IT operations with network management and configuration from a single platform.

Source: ZEW/Erich Dichiser

Telephony

For voice communication, an Alcatel-Lucent OmniPCX® Enterprise Communication Server was implemented for 180 users in Rheda-Wiedenbrück, with a second server in Oldenburg. They are connected to each other and to a third company facility in Memmingen. In 2017, the voice infrastructure was updated to the latest software version and extended with Computer Telephony Integration (CTI) capabilities.

Wired network infrastructure LAN

In 2007, PROPHETE moved into its new administration building in Rheda-Wiedenbrück, which was equipped with structured cabling and switches from Alcatel-Lucent Enterprise. New high-end assembly workplaces and the introduction of a monitor guided repair system in the bicycle repair shop in 2016 increased dramatically the bandwidth demand on the network.

To meet this requirement, the facility was equipped with Alcatel-Lucent OmniSwitch® 6900 LAN switches configured in a virtual single chassis made of multiple switches. The connection to the edge is granted by 10 Gigabit Ethernet (10 GigE) fiber connection, in a redundant configuration. Old spanning tree protocols were replaced with new, more powerful ones, including Shortest Path Bridging (SPB). This allows proper support of real time applications like voice and video that rely on more bandwidth, higher availability, multiple routes in case of failures and a convergence time under milliseconds. This provides secure and reliable communications in all critical areas.

Wireless network infrastructure WLAN

One of the key objectives for PROPHETE was to greatly simplify the process for employees to access the wireless network – using enhanced mobility to improve productivity and increase job satisfaction. The Wi-Fi network in Rheda-Wiedenbrück that relies on Alcatel-Lucent OmniAccess® WLAN Access Points and Controllers has been upgraded to the latest technology (802.11ac Wave 2) to provide reliable coverage across the entire site. The new WLAN coverage and the ability to login on the wired or wireless network with the same credentials makes daily work much easier for staff members in the logistics department. Mobile terminals are always connected no matter where the operator is located in the warehouse, and customer service staff can enter data into the enterprise resource planning system in real time via their tablets. Guests can now enjoy a simple log-in process to connect easily and securely to the wireless network.

Call Center

Another requirement was to increase reachability in the call center and support statistical evaluation of all call center activities. Using Alcatel-Lucent Enterprise skill-based routing, communication has been fully optimized. Once a caller has classified his or her request, they are connected directly to the employee who can best help

Implemented Alcatel-Lucent Enterprise products

- OmniPCX Enterprise Communication Server
- OmniSwitch 6900 Stackable LAN Switch
- OmniAccess WLAN Access Points
- OmniAccess WLAN controller
- OmniVista 8770 Network Management System
- Alcatel-Lucent 4059 IP Attendant Console
- Alcatel-Lucent Visual Automated Attendant
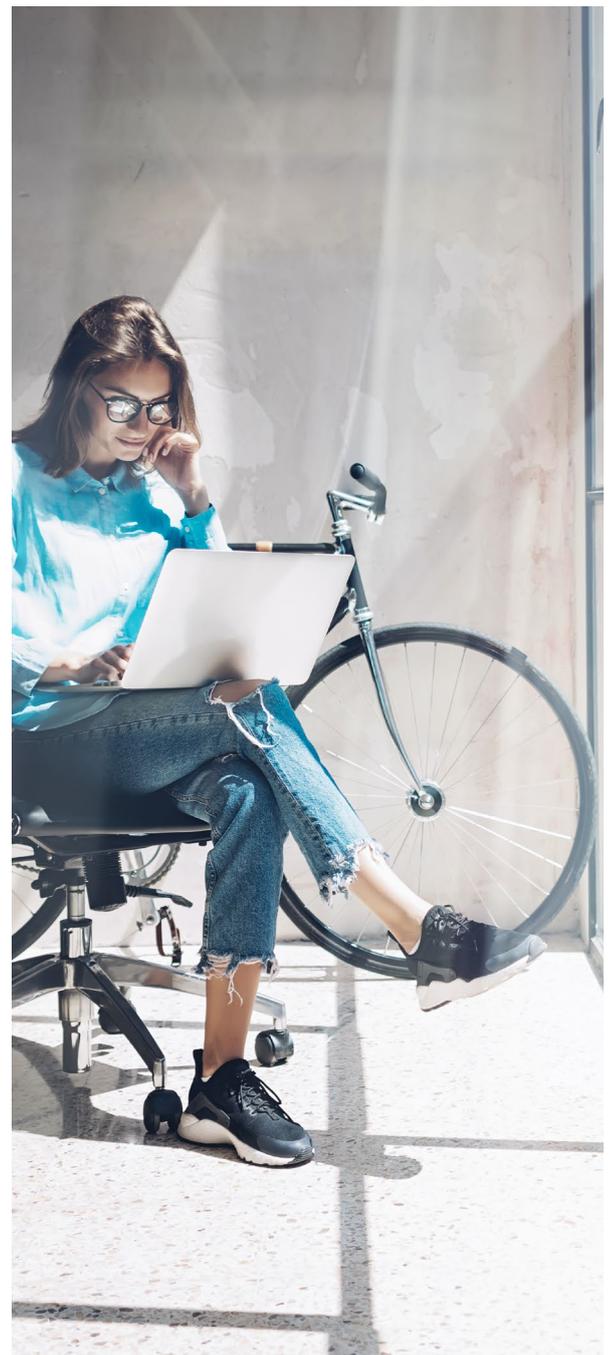
with the specific topic. Alcatel-Lucent 4059 IP Attendant Console and Alcatel-Lucent Visual Automated Attendant provide customer service statistics in real time so call center managers can dynamically react to increased traffic at any time. The new call center solution gives flexibility and control to the user enabling the customer service providers to work more comfortably and efficiently – and ultimately provide a quality service. With the streamlined solution, teams can more easily transform the first contact into a sustainable and recurring business relationship.

Network Management

In addition to call management and real time statistics in the call center, Alcatel-Lucent Enterprise also provides centralized network administration with the Alcatel-Lucent OmniVista® 8770 Network Management System (NMS). The integrated NMS visualizes automatic call transfers on the OmniPCX® Enterprise Communication Server and supports configuration and simplified network management. With OmniPCX Enterprise Communication Servers, Alcatel-Lucent 4059 IP Attendant Console and Alcatel-Lucent Visual Automated Attendant, PROPHETE has moved to a modern converged infrastructure that seamlessly combines voice and data, LAN and WLAN.

Well prepared for the future

The next step for PROPHETE and its partner is to fully integrate its Salesforce-based CRM system with the telecommunications solution. This would enable the system to decide automatically whether an incoming call is put through to an employee based on the activity with which that employee is currently tasked.

"PROPHETE is at the forefront of product innovation and customer service. To keep it that way, our infrastructure must be able to support us efficiently and effectively," says Thomas Myller, Project Manager ICT Infrastructure at PROPHETE. "Since 2003, NTB has helped us achieve this with state-of-the-art voice and data technology from Alcatel-Lucent Enterprise. They are a reliable partner who completely understands our requirements and always provide us with exactly the right solution to match our customer service goals."

"The installation at PROPHETE illustrates how seamlessly the different components of our offer work together – voice and data, LAN and WLAN, call center and network management," says Ingo Schneider, Director Business Development Data Network Infrastructure Europe & North (EUNO) at ALE. "This gives our customers a complete converged solution that ensures real-time visibility and control and meets all their individual communication requirements."

CHALLENGES
- Modernization and enhancement of the enterprise telephony system
- Higher bandwidth for LAN and WLAN
- Expand the WLAN coverage

SOLUTIONS
- Mobile Campus
- Customer Service
- Business Telephony

BENEFITS
- Unified Access on LAN and WLAN
- Increased bandwidth
- Improved network reliability
- Enhanced employee productivity
- Future-proof through innovative technology
- Ability to login on wired or wireless network with the same credentials
- Management and configuration of the network from a single platform
- Single Employee devices' configuration interface

> **"PROPHETE is a highly innovative company and this is reflected by its deployment of a modern communication infrastructure. Based on Alcatel-Lucent Enterprise technology, we can provide PROPHETE with a modern infrastructure that meets their needs, as well as being future-proof to support its ongoing digital transformation. "**
>
> DANIEL BROSEND, MANAGING DIRECTOR – NACHRICHTENTECHNIK BIELEFELD

Alcatel·Lucent
Enterprise