

## WEMAG counts on a high performing solution for Unified Communications



### A complete success

Professional communications plays an important role in the daily business of modern enterprises. The globalization and with this the stronger competition generate high requirements for the IT infrastructure. According to a high customer satisfaction enquiries and orders must be processed fast and reliably. Communication processes have to be as simple as possible and a permanent accessibility of the employees in the branch offices is indispensable. That's why WEMAG A. Ruland GmbH & Co KG has chosen an efficient and homogeneous Unified Communications solution under Microsoft Windows Server 2003 together with Exchange.

The WEMAG employees are highly satisfied with OfficeMaster of the Berlin based Ferrari electronic AG -their new Unified Communications solution which is embedded in the Microsoft Exchange environment. Because of the smooth integration into the familiar groupware client every employee could immediately use the fax, SMS and CTI functionality without training overhead. For example: The user creates a fax message as easy as an e-mail directly in the MS Outlook client. In a similar way he can send or receive SMS messages out of the client by entering a mobile phone number. For employees who are not always at their desk in particular the personal voice mail box is very important as they can access the messages by a mouse click or remotely. A recall button integrated in Outlook eases the direct telephone connection with the caller of the mailbox or to other contacts from the Outlook directories by means of CTI Outbound.

#### High reliability

According to a state-of-the-art, company-wide communications infrastructure OfficeMaster, however, could convince the WEMAG not only by its functionality. The solution of the Berlin based company could score well with the reliability as well. In the past the mid-sized dealer for tools, machinery and industrial safety with headquarters in Fulda had used a Unified Messaging solution of the manufacturer of his telephony system. Together with the IT Service Provider Drimalski & Partner the responsible persons searched for a high performing and high reliable solution which simplifies communications processes and converges fax, SMS, voice mail and CTI-Outbound in the client, though, to be able to increase the productivity of the employees. Finally Albert Maul, head of information technology of WEMAG and Jürgen H. Stroscher, managing director of Drimalski, proved OfficeMaster to be most flexible and best priced solution. The two IT professionals greatly appreciated the simple and smooth integration into the Windows 2003 Server architecture, i.e. into the existing Active Directory and Exchange infrastructure.

The main requirement of WEMAG was a central administration. This the old telephony solution could not fulfill because at every site a separate server was needed, which was connected by a CAPI ISDN board to the local telephony system. This environment was not only expensive but also very service intensive..

#### Straightforward ERP connection

The connection the state-of-the-art ERP solution Polynorm i/2 via LDP printer was straightforward as well. To process the receipt traffic in a secure manner an additional fax printer is integrated by which the receipt dispatch is handled during every user session. So the dispatch works also directly out of the ERP software without using Outlook and Office functions. The response is nevertheless carried out via Exchange. All documents are filed in the user-related Outlook PO box. So Drimalski created a transparent and reliable solution for the receipt traffic.

#### Powerful Unified Messaging controllers

Heart of the solution is the OfficeMaster Server which communicates via a client with the Windows 2003 terminal server farm. The incoming news like fax, SMS or voice mail are forwarded to the PO boxes of the employees thus. Outgoing messages are collected from the transfer PO box of the server. The connection to the telephone system is carried out via the OfficeMaster Box which can be equipped with two to 60 channels depending on the amount of communication. It is linked to the communication server by a network connection. Since the stand-alone network solution does not need a slot in the computer, the number of the connected controllers can be adapted to an increased communications traffic any time. Furthermore the box allows to operate the system in a cluster or on virtual servers (VMWare) easily. So Ferrari electronic guarantees a high reliability.

#### Integrate branch offices smoothly

Utilizing of the network capability of the box Ferrari electronic has developed a solution which allows the connection of branch offices to the central Unified Messaging system with the lowest possible administration effort.

For the enterprise-wide rollout each of the three branch offices was equipped with an OfficeMaster box which is connected to the local telephone system and to the central communication server via TCP/IP. Incoming and outgoing messages are routed between the different branches without any problems thus. So Wemag can pick up all incoming faxes in Fulda centrally, process them and send the outgoing faxes with the branch office's qualifier as usual.