



# From Telephony via Fax to gate admittance: Modern Communication has no limits

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Süddeutsche Gelenkscheibenfabrik relies on flexible  
UC solutions from Ferrari electronic

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Case Study | Ferrari electronic

# Abstract

For their just in time production car manufacturers need highly available communication and an efficient infrastructure – and expect likewise from their suppliers and partners. Therefore Süddeutsche Gelenkscheibenfabrik, a highly recognized partner in the automotive industry worldwide, decided to invest in a new ITC. Together with Sycor and Ferrari electronic, the company from Waldkraiburg has not only modernized its telephony, but also made the entire communication infrastructure more efficient with a flexible Unified Communications solution.

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## JOHANNES STÄRK, NETWORK & SYSTEM INTEGRATION AT SGF

» Johannes Stärk, in charge of network and system integration at SGF, remembers the beginning of the project: „Customers, who always rely on the newest technologies, also expect this from their partners. That is especially the case in the automotive industry. So cooperation and communication were supposed to become faster and wider“ A current evaluation revealed: „Especially telephony is relevant for us. Despite all alternatives, it is still a business critical function.“



the required high availability by means of two OfficeMaster gateways, that will reliably deliver calls even in cases of hardware failures. „The gateways are so to say communicating with each other and can therefore provide an overflow from one to another.“ explains Johann Deutinger, CSO of Ferrari electronic. The new system is ready to start and only waiting to get greenlighted by the network operator.

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### Expired PBX maintenance: opportunity seized

When in 2014 SGF's contract for the outdated ISDN PBX expired after 10 years, the company grasped the chance to modernize its communication infrastructure. „The expiring PBX support offered the opportunity to examine state of the art technologies and how we can use them to our advantage“, Stärk says. The following challenges had to be taken into account: reliable telephony with failover security at distributed locations, numerous analogue extensions and sophisticated receptionists.

The comprehensive ITC provider Sycor and Unified Communications specialist Ferrari electronic had a solution for all requirements of this long-established company. Seiji Kuwahara, Project Manager at Sycor, outlines the course of action: „In a workshop with SGF, we developed a vision for a new business communication, that perfectly matches the requirements. As a result, we presented a technical concept that completely replaces the ISDN system with Lync 2013. Thanks to add-on solutions from Ferrari electronic we can easily fulfill demands for high availability and the integration of analogue extensions.“ Additionally the gateways offer an even further advantage: they can handle all types of protocols, which reduces the number of interfaces and thus the complexity as well.

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### The migration went smoothly step by step

At first, the Project Managers migrated the communication infrastructure at the Waldkraiburg headquarters. Following the pilot installation of Lync 2013, the second location was connected via the Ferrari electronic gateway. Thus enabling us to efficiently integrate fax, which is not supported by Microsoft itself. In terms of telephony, SGF is completely relying on Lync 2013 since February 2015 – about 400 users worldwide are using the modern UC solution. The UC experts will realize

Ensuring legal certainty in communication with customers and suppliers is a very important concern and an essential element of the business communication for SGF. Currently incoming and outgoing fax messages are taking different routes: either directly through a multifunctional device or centrally via Mail2Fax or Fax2Mail, including digital archiving. „We already used a solution from Ferrari electronic in the past, so we only had to integrate an add-on. As we have been very satisfied with the fax card so far, there was no reason, not to use the synergy effects“, Stärk says. SGF continues to use the multifunctional devices to their lifespan. Subsequently the company will completely rely on OfficeMaster.

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### Gates and doors are now part of modern business communication

Modern UC solutions do not stop at building infrastructures. Thanks to OfficeMaster EntryControl, ten gates and doors are presently opened by the responsible employees comfortably from their desk. A video camera shows, who wants to enter the company premises. The receptionists and telephone operators could personally convince oneself of the advantages of this solution, Stärk remembers: „Our secretaries and receptionists wanted to experience first hand, how much more practical and easier to use the new video intercom is. Thereupon Sycor arranged for a meeting at eye level. That way, the colleagues from Sycor could precisely explain the solution to our users - even specific telephone operator tasks came up for discussion.“ Such additional features are mostly found in industrial scenarios, but thanks to the flexible UC concepts, analogue extensions can be reduced, Kuwahara knows: „In the preliminary examination, we found many analogue extensions, but when communication is migrated to modern, administrable services, postal validators and traditional intercoms become redundant. They are no barrier for UC scenarios.“

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### Test phase and local support were convincing

12 months passed from the workshop to the worldwide rollout at SGF. According to Kuwahara, early concerns regarding IP telephony could quickly be dispelled by Sycor and Ferrari electronic: „We met the users's concerns with a professional change management. At SGF, we established a pilot group, that could test the solution. In terms of telephone devices the users could decide themselves, which model would be placed on their desk.“ Stärk confirms the positive experiences: „Since the users's sensitivities have been considered in an early stage,

there were no problems during the rollout.“ The German-language, regionally available support gives SGF post-introductory reassurance. „Involving the manufacturer Ferrari electronic is another advantage. They know their products inside out.“, Kuwahara adds.

Stärk draws a positive conclusion: „Today, we have a modern, efficient business communication – perfectly adjusted to our special requirements, highly available and prepared for a migration to All-IP. So we are as agile and well reachable as our customers expect.“



### SÜDDEUTSCHE GELENKSCHHEIBENFABRIK:

SGF offers a wide range of flexible, temperature-resistant products for torque transmission and vibration absorption. Their main area of application is in the automotive industry and general machine and systems engineering. We offer couplings for drive and steering shafts, dampers for drive shafts, exhaust hangers and absorbers as well as a variety of rubber-metal parts for the bearing of different aggregates.

We are the market leader for torque transmission and have

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