

## Efficient Management and Cost Savings Drive Transition to IP Communications

### CUSTOMER NEEDS

- Exchange information worldwide
- Reduce costs
- Implement more efficient working practices
- Make optimum use of the data network
- Introduce centralized management
- Implement contact center and management reporting

### SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP)
- Mitel 3340 Branch Office Solutions
- Mitel 5220 IP Phones
- Mitel Analog Service Unit
- Mitel Customer Interaction Solutions
- Mitel Interactive Contact Center
- Mitel Intelligent Queue

### RESULTS

- The branches in the various countries were provided with a decentralized solution for voice and data. Thanks to the application of special software, the users in the various countries operate as if connected to a single communication system. The various IP communications platforms are mutually connected by a Wide Area Network (WAN). This network is configured in such a way that users feel like they are connected to a virtual private network for voice and data.

The integration of voice and data, the introduction of cost saving measures and the implementation of more efficient management were factors in Katun's decision to change to IP communications. "IP communications ensure streamlining of the majority of our business processes," said Serge Berkhout, technical services manager, Katun.

Katun is a worldwide supplier of non-branded fax, copier and printer consumables for the business market. The company with its head office in Minneapolis (U.S.) serves around 19,000 customers in more than 170 countries. The company's online catalog is one way in which it supplies a wide range of OEM-independent parts for photocopiers, imaging supplies, printer products and service accessories.

Katun's branch office in Gorinchem, Netherlands is the European distribution center, serving customers in Europe, Africa and the Middle East. In addition to its European center, Katun also has distribution centers in the United States, Canada, Brazil, Uruguay, Mexico and Singapore, which supply the relevant regions with products. The effort involved in managing all these logistic streams is enormous, with a corresponding commitment on the part of the company to information technology. Even telecommunication plays an important role in streamlining the company's entire range of business processes, ranging from research and development, purchasing, sales and distribution.

### Making use of the existing data network for telephony

"From the outset, our IT was implemented and maintained by our American parent company," explained Mr. Berkhout. "This meant that we did not have our own facilities in the Netherlands. However, this situation was unworkable. For example, our ICT systems – both internally and externally – were connected with three different types of cabling. Change was inevitable." Katun had already implemented a Wide Area Network (WAN), which connected all branches with one another. In addition, a traditional PBX from Mitel® was used. When VoIP technology appeared on the market, Katun looked into the options available



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### ABOUT KATUN

- Katun is an independent supplier of OEM-alternative parts and supplies for business peripherals such as copiers and fax machines. The company, established in 1979, serves more than 19,000 customers in more than 170 countries from its head office in Minneapolis (U.S.) and numerous branches throughout the world.

*“Our ROI from Voice over IP is extremely favorable. We will quickly recover our costs thanks to cost savings. Moreover, it is now quicker to make changes to the infrastructure and to the exchange, with corresponding cost savings.”*

– Serge Berkhout,  
technical services manager,  
Katun

to the company. “We asked ourselves whether or not we could use the existing data network to also provide our telephony services,” added Mr. Berkhout. “Moreover, by using Voice over IP technology, we saw the potential for cutting down enormously on the quantity of cabling used, with the major benefit of being able to reduce the costs of cabling and operation.”

### Cost savings

The Katun data network provides a seamless connection between all the company's branches to ensure a simple way of distributing company information. By also using the network for telephony services, the administrative load has also become much lighter. “IP communications have brought about the streamlining of the majority of our business processes,” explained Mr. Berkhout. “Whereas IT and telephony were previously separate from one another, thanks to VoIP only one department is now responsible for operation of the system. This means greater efficiency and moreover, cost savings. Even in the area of cabling, Voice over IP has benefits with respect to investment costs. When we re-installed the cabling in our premises, it was not necessary to lay separate cabling infrastructure for telephony, because voice traffic would in future be transmitted via the data network.”

### Favorable return on investment

Another advantage of IP communications is that Katun's home workers can be conveniently connected to the internal telephone network, thus increasing the efficiency and productivity of employees. Internal calls between connected branches in Europe are naturally only possible thanks to IP communications. In England and France, Mitel 3340 Branch Office Solutions have been installed and brought into operation. “The ROI of our investment in IP communications is extremely favorable,” according to Mr. Berkhout. “We will quickly recover our costs thanks to cost savings. Moreover, it is now quicker to make changes to the infrastructure and to the exchange, with corresponding cost savings.” The branch in Gorinchem has around 75 IP telephones in use, including 16 telephone sets for the contact center employees. This number is set to rise, because the analog DECT phones used by the warehouse employees will be replaced by wireless IP telephones.

### One week of testing

Katun Nederland was the first of the group's branches to make the transition to IP communications. The system in Gorinchem was tested over a week before going live. During the test week, the original analog Mitel system remained operational to counteract any potential teething problems. When making the transition to IP, the communications system was configured to ensure that only two cables would have to be changed if any problems arose. “During testing, there were no problems at all,” explained Mr. Berkhout, “so that after the test week, we were able to remove the analog phone sets from the offices.” Katun has also implemented the new technology in the United States, England and France.

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