Performance Matters
Unify helps 5 customers enable business growth

Successful businesses engage customers and employees efficiently regardless of location. At Unify, we've helped businesses across the world be more productive, competitive, and ultimately more profitable. Here are 5 Unify customers who transformed their business with OpenScape Business.

Pelican Rouge Group, UK

Pelican Rouge Group, a long established coffee company wanted to transform its customer services, at all its UK-based operations. With a large scale distribution network that relies on effective external and internal communications, it was critical that Pelican Rouge have a truly resilient communication solution in place.

With the help of Unify partner Viegli, Pelican Rouge Group chose the OpenScape Business to bring a new level of mission-critical availability and reliability to their communication capabilities – boosting the company's ability to deliver seamless customer service. The all-in-one unified communications offering included voice, conferencing services, web collaboration including video, presence, mobility, social networking and multi-channel contact centre capabilities.

Opting to leverage OpenScape Business contact center capabilities has reduced abandoned calls by over 64% and helped to improve customer service. Other benefits such as mobile integration and the myPortal for Outlook have allowed staff to interact with each other in a new, and much more productive manner.

> "Unify's OpenScape Business is a great foundation from which we can move forward with our communications plans. There are a lot of options that come with the solution that we're looking into that will provide a real benefit to the business operations in the UK, and we look forward to working with Viegli to make these things happen in the future."

Tony Hall, IT Director UK & Ireland, Pelican Rouge Group

City of Garmisch-Partenkirchen, Germany

Garmisch-Partenkirchen is the leading address for winter sports in Germany and a top-class health resort. The city's resident population is 26,000, but their visitor population can climb to 100,000 in any year. So, the city needed state-of-the-art communication technology that would meet fluctuating business needs, while still integrating existing communication devices. The networked communication system also needed to be scalable enough to meet future requirements.

OpenScape Business from Unify made all that possible – and more.

Thanks to the new deployment, Garmisch-Partenkirchen personnel have an overview of the entire network. Presence displays let employees see whether colleagues are available to help. So, unanswered calls are a thing of the past. And mobile and home offices are easily integrated, using mobile clients and automatic availability messages.

"The Central Administration of the networked OpenScape Business solution certainly saves working hours and ultimately the money of the tax payer."

Andreas Küspert, CIO, City of Garmisch-Partenkirchen

Banque CPH, Belgium

Headquartered in Belgium, Banque CPH is a cooperative bank with 26 branches. In the age of Internet banking, Banque CPH wanted to provide innovative online capabilities without compromising the quality or integrity of its service to local customers. Achieving this goal meant ensuring the bank's head office and branches could collaborate seamlessly to give customers instant access to the expertise they need.

The solution? An OpenScape Business UC platform from Unify. Now, Banque CPH has a customer oriented IP voice infrastructure that's fully compatible with its existing data network. If call volumes are high, additional employees can easily step in to handle communications from other branches. This ensures customers always have access to an advisor. Even better, the transition to full Voice over IP has delivered significant productivity gains, including improved call management and reduced day-to-day communication costs with a two-year ROI.

"OpenScape Business allows us to continue using the tools in which we have invested, which reduced the overall purchase cost by two-thirds."

Audry Delonville, Manager of the Internal Prevention and Protection Department at Banque CPH

UNIFY Harmonize your enterprise

South Staffordshire College, UK

South Staffordshire College prides itself on being an innovative college. They were the first to implement a 4D immersive learning environment for more than 10,000 students and 900 workers. The College wanted to transform the way students and staff engage and collaborate. To get there, they needed a dynamic communications platform that would be both functional and future-proof.

To achieve South Staffordshire College's objectives, Unify partner, Midland Telecom upgraded an existing HiPath 3000, to an OpenScape Business solution consisting of web collaboration, mobile conferencing, and presence technology to all staff across its campuses.

The results are impressive: cost savings, increased value of IT investments and the modernized communications infrastructure they were looking for.

"Digital technology is an enabler for everything we do. OpenScape Business gives our students and staff the freedom and flexibility to work the way they want. As a college who takes pride in our innovation we are extremely pleased with how Unify has contributed to our business operations."

Jamie Smith, Director of Strategy and Infrastructure at South Staffordshire College

Dinse-Gellin Elektro, Germany

Dinse-Gellin Elektro GbR has been offering "all things electrical" to its customers for many years, including domestic appliances, electric heating equipment and satellite TV. They needed a reliable solution that would significantly enhance accessibility to their customers. Important telephone functions needed to be available on mobile devices for those employees on the go.

On the advice of their telecom partner midiKom, Dinse-Gellin Elektro chose OpenScape Business by Unify as their preferred solution. Respecting the need to make the most of previous investments, some of the existing devices were re-used in the new environment.

Communicating is now much easier. You can make calls, set diverts, join conferences and even work together on documents while in the office or on the go. Urgent work can be done remotely and most importantly – no more missed customer calls.

"I find it very useful that you can now access almost everything using just your Smartphone. So I can now work while travelling and even from home!"

Andreas Dinse, CEO Dinse-Gellin Elektro GbR

Unify's OpenScape Business helps businesses be at their best. Be more competitive by leveraging new levels of collaboration and productivity. Whether you measure success by revenue or customer satisfaction, OpenScape Business will help fuel your business growth. Learn more at **www.unify.com/SMB**