



# On the fast lane

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EUROVIA has recently updated 37 of their locations to telephony via Lync within 12 months.

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Case Study | Ferrari electronic AG

# Abstract

Approximately 13.000 kilometres of motorway roads spread across Germany. EUROVIA constructed and modernised many of them. The enterprise association member is part of the international VINCI corporation, operating about 40 main offices in Germany. The typical decentralised structure of EUROVIA was particularly shown within the usage of information and communications technology: Before it was decided that EUROVIA would adapt to Lync, all of the 1200 concerned employees had been communicating over various business telephone systems, using a variety of solutions from different manufacturers for everything from fax to video conferencing. The implementation of Microsoft Lync as a Unified Communications (UC) solution should drastically simplify the whole telecommunication infrastructure.

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Timo Schönfeld, member of Network and IT Security at EUROVIA Services GmbH recalls the initial situation in 2011:

### **TIMO SCHÖNFELD, NETWORK & IT SECURITY EUROVIA**



» No homogenous structure was present within the company's information and technology system. Local installations on the 40 main offices were solely isolated applications; from Avaya to Siemens and Agfeo, we had various [telephone] systems in use,

which in turn required a great deal of maintenance work. So even if just a telephone had to be replaced, the respective unit had to be triggered. When an old business telephone system was due to be replaced, the Project Manager took the opportunity to initiate a change. Today they use a unified ticketing system if maintenance work is needed.

### **1. Microsoft Lync's performance and features were convincing**

Timo Schönfeld remembers how EUROVIA Project Managers faced a difficult task as it came to modernise telephony. "We could have continued using another business telephone system provider, however lacking knowhow and previous interface problems kept us from this idea." Microsoft Lync, also known as Skype for Business, was ultimately the ideal solution for EUROVIA. Schönfeld: "We were looking for a solution that offered more features than a regular Computer Telephony Integration (CTI) and at the same time had a fewer number of interfaces. As we had been using its predecessor "Office Communication Server" (OCS) beforehand and gathered many positive experiences out of it, the decision wasn't hard to make". Two birds were killed with one stone as EUROVIA made the decision to implement a Unified Communications solution such as Lync: It simplifies communication on endpoints and offers attractive additional features for collaborative work. "The toughest challenge was finding a partner who was capable of uncoiling the heterogeneous structure."

### **2. Ferrari electronic, a quality partner**

Sometimes it all comes down to karma: Timo Schönfeld met an employee of Ferrari electronic at an event and immersed into conversation. "I knew Ferrari electronic played a part of the fax integration process, but after I learned they do OCS and Unified Communications alike, lots of opportunities opened up for us." Ferrari electronic was among three of the greatest suppliers on the German market and, as EUROVIA specified their plans to introduce a UC solution including DECT telephones, they were given preference. Together with ACP, a Ferrari electronic gold-partner, EUROVIA migrated their systems in 2014. Johann Deutinger, Ferrari electronic's Chief Strategy Officer, summarises the project:

### **JOHANN DEUTINGER, CTO FERRARI ELECTRONIC**

» The focus was laid on linking the telephone network to the Lync environment. However, as Lync uses SIP technology, companies need gateways that function as translators.



The product OfficeMaster Gate, designed by Ferrari electronic, incorporates traditional telephony interfaces (ISDN, analogue) with Microsoft platforms like Exchange Server and Lync Server that are based on IP. Hence EUROVIA could implement DECT devices and still benefit from various UC advantages like a unified user interface or the presence information. OfficeMaster SIP2Lync, an additional software, makes the seemingly impossible possible: Devices that are alien to the system can now register at EUROVIA's gateway. Participants won't recognise a difference to "genuine" Lync devices. They ring in union with each other, on the user account logged-in-endpoints and the presence light switches according to availability.

### **3. Quick and adjustable cooperation**

Upon initial contact Ferrari electronic stood out with an exceptional engagement and a good product portfolio. This remained throughout the implementation process. "We could fully rely on help from Johann Deutinger and his team. Even a hardware adaption was processed within a few months", Timo Schönfeld remembers. As EUROVIA used Fujitsu servers from the beginning, Ferrari electronic honoured the customer's wish and made their product compatible with Fujitsu servers. As a result, companies, such as EUROVIA, don't need to renegotiate

or violate basic agreements that were made with server manufacturers. Even apart from the technical point of view, Timo Schönfeld sums up: "There is no doubt we profited from the fact that the manufacturer as well as the distribution partner are all located in the midsize sector. Hence processes and challenges were understood easily by all members and quick execution and problem solving was guaranteed."

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#### **4. IT-department and employees faced the challenge of VoIP**

"Apart from the gateway board installed to the server, the whole process of migrating to VoIP has shown to be a challenge to personnel and IT workforce alike", Johann Deutinger recalls. Never have the IT department ever used the protocols or this new type of telephony before. "We had to start from scratch and try to comprehend the technical background information. Here again the good cooperation proved helpful," Timo Schönfeld comments. Whenever questions arose, EUROVIA were rest assured knowing they could address the IT-partner.

The migration process was a big change for the employees. "Particularly the presence information had been subject to scepticism. As telephony is a key element to our daily work routine, every sort of change would have led to resistance," Timo Schönfeld relativises. The pilot location at Michendorf finished migration within 5 days; this, and the fact that training was offered for the new systems did ease the situation.

Initially, only a couple of gateways were in use at EUROVIA's Bottrop and Michendorf location. Mr. Schönfeld remarks: "The close proximity to Teltow, where Ferrari electronic's headquarter is located at, did benefit and ease the whole process of migration." In 2012, a decision was made for the roll-out throughout all of EUROVIA's remaining locations.

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#### **5. Objective fulfilled: Migration within 12 months**

According to Timo Schönfeld, "The transition of the remaining 35 locations, about 1000 telephone's in total, was achieved within the given period of one year." Today, as isolated applications are history, Timo Schönfeld and his team manage assigned phone numbers directly on the Lync control panel.

"Companies that have various locations and a heterogeneous telephony infrastructure should follow the lead and consider the All-IP move to integrate a SIP-supported Unified Communications solution within their system", Johann Deutinger recommends. "This move would effectively reduce the interfaces which in turn optimises stability and simplifies telephony management." The introduction of Lync was considered to be a success and EUROVIA is highly content with their decision. Even an extension of their existing fax communication is in talk, preferably with a Ferrari electronic solution.



### ABOUT EUROVIA:

EUROVIA is a world leader in transport infrastructure construction and urban development. Offering a nationwide market presence, EUROVIA covers the complete supply chain for infrastructural construction work. The service portfolio ranges from raw material extraction including production and recycling of roadwork materials to project management and execution of road construction work. Apart from that, EUROVIA is also active in highway maintenance and management. Originally limited only to France, 40% of their foreign turnover

was generated mainly in Europe and on the American continent. EUROVIA build and renew roads, motorways, railways as well as traffic areas for airports, manufacture and industry properties. In doing this, they contribute in fulfilling cohesive tasks such as demolition and deconstruction, drainage, excavation, engineering structure, sanitation, signage and urban design. Besides that, they play an active part in development and research of innovate roadwork materials.



### ABOUT FERRARI ELECTRONIC:

Ferrari electronic is a leading German manufacturer of hard and software for Unified Communications. The OfficeMaster range integrates fax, SMS and voicemail into all existing email and application systems. The hardware seamlessly connects a company's telecommunications infrastructure with the existing information technology. Customers benefit from greater efficiency and streamlined business processes.

In August 2014, Ferrari electronic acquired innoventif Ltd. and thereby expanded their portfolio by the OM CallRecording solution. Thus call recording becomes an integral part of Ferrari electronic Unified Communications solutions. Companies can optimize their sales department, service quality and other processes with a well-rounded system. Ferrari electronic with this move gains new opportunities, customers gain additional value.

Research, development and support of Ferrari electronic AG are located entirely at the company's headquarters in Teltow near Berlin. A pioneer in computer-fax since 1989 with the product „ferrariFAX“, Ferrari electronic remains market and technology leader in this area to this day. Today, more than 50,000 companies with approx. 5 million users utilize Unified Communications products by Ferrari electronic. The customer base includes companies of all sectors and sizes. Some of the more notable companies include Allianz Suisse, Asklepios Kliniken, Boehringer Ingelheim Pharma GmbH & Co. KG, EUROVIA, European School for Management and Technology, Griesson - de Beukelaer, Österreichische Kontrollbank AG, Stadthalle Wien and Techniker Krankenkasse.

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