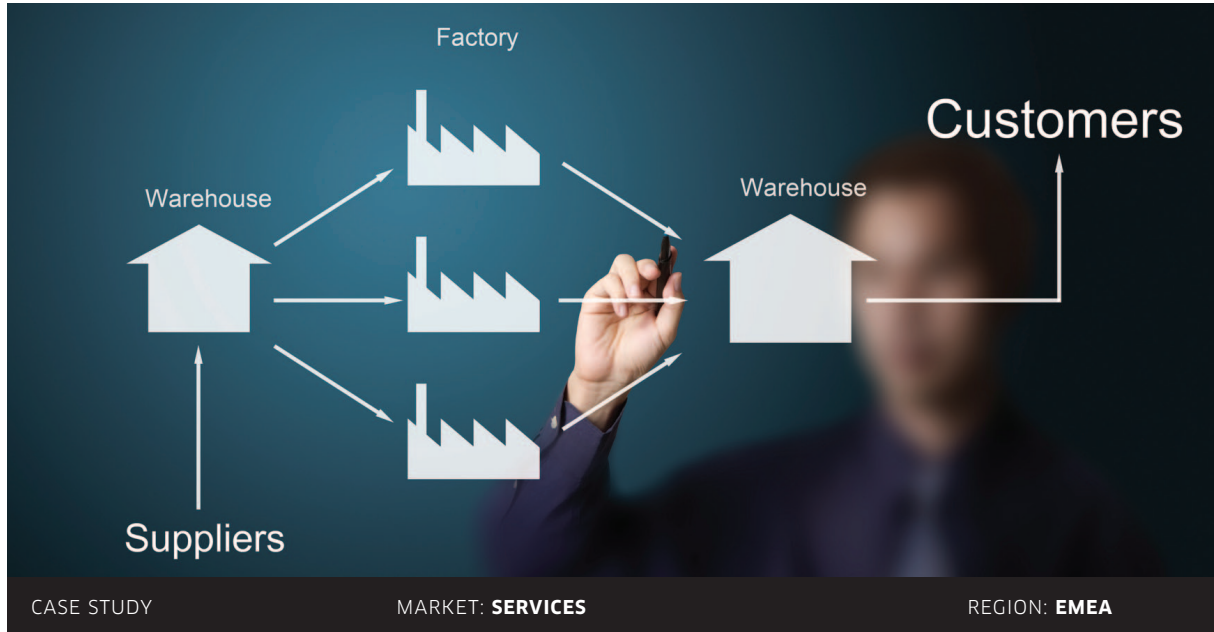


MANAGEMENT CONSULTANCY ISARIUK-INSTITUT IMPROVES CUSTOMER RELATIONS USING ALCATEL-LUCENT OMNIPCX OFFICE



Isariuk-Institut provides management consultancy services to companies from all sectors in the areas of quality management, knowledge engineering, streamlining business processes and IT.

THE CHALLENGE

Isariuk-Institut is a small, yet diversified management consultancy based in a rural setting, close to the towns of Passau and Deggendorf in Germany. The three-person team, which is headed up by Thomas Isariuk, a qualified mechanical engineer, offers management consultancy to companies from a range of sectors. Consultancy services include quality management, profitability analyses, knowledge engineering, supply chain management, as well as streamlining business processes. Isariuk-Institut also offers IT consultancy services, with a specific focus on network planning, configuring Windows™ environments and implementing new IT security concepts.

“For larger consultancy contracts, we rely on the services of up to twelve freelancers at a time, with a range of specialities. For instance, we might require mathematicians, physicists, mechanical engineers as well as technical draughtsmen,” notes Isariuk.

Due to these ever-changing requirements, Thomas Isariuk realized that he needed to find a replacement for his former telephone system as it was proving too inflexible and simply unable to accommodate the needs of management consultants who spend most of their working hours out of the office visiting clients.

THE SOLUTION

“I had been under the notion that Alcatel-Lucent only made systems for medium-sized to large businesses,” Isariuk explains, “But I am very happy to say that I was wrong. I discovered that they also have some excellent solutions for smaller customers such as myself.” Before opting for Alcatel-Lucent, Isariuk’s consultancy had been using a traditional telephone system comprising a number of connected telephones and one fax machine. “The system we were using was unable to accommodate even the most basic of requirements, such as forwarding calls to a cellphone,” continues Isariuk. In view of this, he conducted an extensive search of the ITC market to find a more intelligent solution. “With all the traditional systems we looked at, it soon became apparent that we would always come up against limitations, especially in terms of design. We would only have been able to optimize each system to suit our particular requirements at that time, but if these requirements were to change in the future and, for example, we wanted to integrate new features, the systems we looked at were unable to cater for this and would have required the purchase of yet another new system.”

This was not the case with the Alcatel-Lucent solution. The OmniPCX™ Office Rich Communication Edition (RCE) is a high-performance communications system that is able to meet the needs of even the smallest businesses, both now and in the future, should the business grow. Isariuk notes, “I was particularly impressed by the system’s modular design, which makes it very easy to upgrade. For example, if new software should become available, that is not supported by the existing system hardware, it would only be necessary to replace one small module rather than the entire system. It was this flexibility that finally won me over, as we now have the freedom to accommodate new requirements in the future.”

There were also other, not so rational reasons for choosing this hybrid system, which supports both IP and digital telephony and, naturally, also supports the connection of analog devices. As Thomas Isariuk explains: “The system’s flexibility and ability to upgrade made the entire package work out much cheaper than the other systems I had looked at. It even features interfaces for SIP telephones, so you are perfectly equipped for the future. But I have to admit that there was also an emotional side to my decision. The OmniTouch™ 8082 My IC Phone from Alcatel-Lucent certainly is beautiful! I cannot deny that this also had a part to play in my decision.”

CUSTOMER SUMMARY

Customer Name: ISARIUK INSTITUT

URL: www.isariuk.de

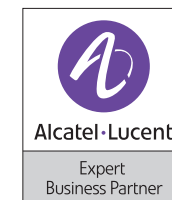
Industry: Services

Number of Employees: 3



BUSINESS PARTNER

Call-Data-Systems GmbH based in Lower Bavaria have been an Alcatel-Lucent Business Partner since 2000. They offer a wide range of solutions from communication to network infrastructure, as well as consulting services and software development.



“I AM ALREADY LOOKING FORWARD TO THE NEXT SYSTEM SOFTWARE RELEASE, WHICH I AM SURE WILL CONTAIN A VARIETY OF NEW FEATURES TO MAKE MY BUSINESS COMMUNICATIONS EVEN EASIER”.

Thomas Isariuk, Managing Director, Isariuk-Institut

The phone offers an enhanced communication experience. The SIP device, which boasts a 7-inch touchscreen, is everything a user needs. As Thomas Isariuk explains; “The My IC Phone is essentially a miniature computer. It runs on the Linux™ operating system, meaning that it is highly configurable. For instance, I can configure the user interface layout to my preferences.” Also, any special requirements, such as an additional function key or user macros, can be easily implemented by the system partner using manufacturer tools. This combination of a landline and cordless telephone has also proved practical for the day-to-day work of the management consultants: “Alcatel-Lucent has equipped the phone with Bluetooth®; so, instead of getting all tangled up in wires, with the cordless handset I can walk five meters away from the phone during the call, which is something I find very useful, because I often have to go and fetch supporting material while in the middle of a teleconference. Headsets can also be easily connected up.”

Another major benefit is the improved communications transparency offered by OmniPCX Office RCE. All calls are logged, meaning that calls can be tracked even over longer periods of time simply by checking the list. This can prove very useful if, for example, there is a need to trace calls from a few weeks ago. “Because the system is fully integrated with the widely used Microsoft™ Outlook personal information management system, you only need to manage your contacts in one system. Just one click on PC Sync of the My IC Phone is all that is required to synchronize it with Outlook,” explains Isariuk.

There are basically two ways of listening to voice messages while out of the office. One option is for the OmniPCX Office RCE communication server to convert incoming voice messages into an audio file and mail it directly to the intended recipient while they are out. The user can then listen to the message via their laptop, tablet or any Smartphone with e-mail functionality. The other option, My IC Mobile for iPhone, is even more direct: This uses an app for the iPhone, with which the user is able to connect directly to their landline phone system. “This shows me a list of people who have called, but haven’t left a message,” Isariuk explains. “And, of course, I can also use it to listen to messages directly. Although the customers have called my office, I can call them back while I am out – I have already had a lot of positive feedback as a result.”

NEXT STEPS

“I am already looking forward to the next system software release, which I am sure will contain a variety of new features to make my business communications even easier. Since we implemented the system, I have been impressed time and again by the useful additions that Alcatel-Lucent keeps coming up with,” Isariuk sums up. “I am confident that, because of its high degree of modularity, we will continue to benefit from a state-of-the-art telecommunications system that meets our every need for many years to come.”

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