

# BRAZILIAN CORPORATE POWERHOUSE SEES IMMEDIATE BENEFITS FROM ALCATEL-LUCENT COMMUNICATIONS AND NETWORK INFRASTRUCTURE ADDITIONS



CASE STUDY

MARKET: **SERVICES**

REGION: **BRAZIL**



Founded in 1966 and headquartered in the Brazilian city of Curitiba, Grupo JMalucelli operates a broad portfolio of companies spanning multiple business sectors, including construction, energy, finance, telecommunications and leisure.

A household name in Brazil, the JMalucelli group is comprised of over 60 individual companies. Its 3,000 employees generate in excess of \$1 billion, with a sustained annual revenue growth rate of 12 percent and a growth in net worth of almost 28 percent annually over the last five years.

Despite an enviable financial performance, the group has experienced some severe challenges with its infrastructure. Oscar Filho, IT Manager at JMalucelli, elaborates, “We have a heavy dependency on a large number of phones deployed throughout our businesses. However, the devices’ poor reliability had become a major issue for us: When the phones go down, we have a big problem!”

Gerson Almeida, JMalucelli’s IT infrastructure coordinator, further recalls, “We had used IP phones from a very well-known manufacturer but even after we had upgraded all of our components to the very latest models, we still had difficulties. In addition to being unreliable, the hardware was very inflexible, had poor functionality and was very expensive to maintain. We decided to look for a new vendor.”

The team researched solutions from several manufacturers, including Avaya, Cisco and Alcatel-Lucent. Almeida describes, “We defined a set of evaluation criteria that included cost of ownership, expansion capabilities, redundancy, security and centralized management facilities.

“We visited many reference sites: After a significant amount of research and analysis we determined that the solution from Alcatel-Lucent was absolutely the best fit for our needs.”

Prior to embarking on a large-scale replacement, a selection of the Alcatel-Lucent equipment was deployed into an operational contact center to ensure that it would perform as expected in the JMalucelli environment. Filho observes, “The equipment we used for verification was originally loaned to us, but we liked it so much that we ended up keeping it!”

All equipment was purchased through one of Brazil’s leading distributors of Alcatel-Lucent equipment, Lettel. The company has been providing state of the art voice, data and imaging solutions since 1993. Almeida comments, “We have a great relationship with our Lettel account team that has developed into a real partnership. The consultants are very knowledgeable and always extremely responsive to all of our needs; if we ever do require specialized expertise directly from Alcatel-Lucent they have been able to get us rapid access to the right people.”

The initial configuration is constantly being expanded as the JMalucelli infrastructure team aggressively deploys a wide range of Alcatel-Lucent equipment throughout the organization. The growing portfolio includes several thousand Alcatel-Lucent IP Touch™ phones (models 4018 and 4038), Alcatel-Lucent 300 and 400 DECT Handsets, Alcatel-Lucent OmniPCX™ Enterprise Communication Servers, Alcatel-Lucent OmniSwitch™ 6250/6400/6850 switches, Alcatel-Lucent OmniTouch™ 8450 Fax Software, Alcatel-Lucent OmniPCX RECORD, Alcatel-Lucent OmniVista™ 4760 Network Management System and Alcatel-Lucent Session Border Controllers.

Filho observes, “The roll-out has brought immediate benefits: The group generates a substantial volume of telephone calls but we have witnessed a significant drop in charges since we started the project with Alcatel-Lucent. The architecture of the IP phone network enables every call we make, irrespective of the location being dialed, to be treated as a local call.”

“Our environment is extremely dynamic and this means it is important that any equipment we use is flexible and agile enough to meet the requirements of the business,” adds Almeida. “The Alcatel-Lucent solution components have been able to accommodate all the changes we’ve wanted to make. Also, we now have capabilities that we’ve never had before, such as electronic secretaries and high-performance fax servers.”

He continues, “From an operational perspective, the move to the Alcatel-Lucent environment has been really straight forward. The management console is very intuitive and easy to use. We sent our team on training courses to learn how to do the first implementation and since then we’ve worked together with Lettel to perform each deployment. It has been a very painless transition.”

Filho notes, “The whole experience with Alcatel-Lucent solutions has been extremely positive. We’re deploying the equipment into all of our locations, and any new branches or offices immediately get given the latest configuration. We’ve been so impressed with the quality of products that we are actively seeking opportunities to deploy a broader range of Alcatel-Lucent equipment into critical points in our infrastructure, such as the JMalucelli Data Center.”

“The Alcatel-Lucent implementation has given us exactly what we were looking for; great reliability, lower operating expenses, improved functionality and the flexibility to rapidly adapt the infrastructure to meet the volatile needs of our business,” concludes Filho. “I tell anyone that asks: ‘We definitely made the right choice in partnering with Alcatel-Lucent.’”

## CUSTOMER SUMMARY

**Customer Name:** JMalucelli

**URL:** www.JMalucelli.com.br

**Number of Employees:** 3000

**Industry:** Grupo JMalucelli operates across a broad portfolio including, construction, energy, finance, telecommunication and leisure

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