

## MAKRO ATACADISTA

### CHALLENGES

- To connect the telecommunications of the Brazilian wholesaler's 76 stores over the country's enormous geographical area
- To increase the communication services between the stores
- To reduce the costs associated with telecommunications

### PRODUCTS, SOLUTIONS AND SERVICES

- Alcatel-Lucent OmniPCX™ Enterprise Communication Servers (x76)
- Alcatel-Lucent IP Touch™ 4028 and 4018
- Alcatel-Lucent 4029 and 4039 Digital Phones

### BUSINESS AND TECHNICAL BENEFITS

- ROI achieved after just four months after implementation
- Telephone costs between company sites have been cut to zero
- Reliable, quick and fast communication between all the sites
- Improved communication between employees to make business easier

### DEAL FACTS AND FIGURES

- Deal initial deal won: 2009
- Implementation date: February 2010
- Business Partner: 3CORP Technology



“The telephony costs for internal usage of Makro dropped to zero today. Our company has a network MPLS (Multiprotocol Label Switching) that is integrated and centrally managed. Besides, any extension that connects to another within our network, pays nothing for it. The quality of calls also improved a lot, provided us facilities integration and gave us news features, once that we have thousands of extensions in our branch offices throughout the country”  
- Paulo Rodrigues, IT Director, Makro Atacadista

### CUSTOMER DETAILS

- Location: Brazil
- Vertical: Retail
- Users: 3,620