

# Case Study

## Pure IP Telephony



### case study Saving of costs

- : Meinel Bank AG, Austria
- : Private bank
- : 135 employees
- : IP 3000; innovaphone IP 200; IP Terminal Adapter IP 21;  
Voice Recording, Redundancy concept

**Meinel Bank AG has a long history stretching back more than 70 years and is one of the most traditional and most successful private banks in Austria. The bank has distinguished itself as a pioneer for innovative ideas, thus positioning itself as a top-ranking bank in Austria. The successful business deals conducted by the bank in Central Europe and in the growing markets in Eastern Europe have made it into the important international link it is today.**

**Meinel Bank belongs to the Meinel Bank Group as does the Julius Meinel Investment GmbH in Vienna, Citation S.A. in Zurich, Meinel Bank Ltd. In St. Johns, Julius Meinel Finance N.V. in Willemstad and more than 30 other companies, all of which are specialists in the areas of asset management, fund management or corporate and investment banking. The central corporate philosophy follows the principle of “customer orientation”. Assets are managed with a high sense of accountability by designated experts and are invested for optimum growth thanks to innovative, customised financial products. State of the art technology is used in all Meinel locations. In many respects the changeover from a traditional telephone exchange to an IP-based system has been worthwhile.**

innovaphone



Ekkehard Preis & Elfriede Jirges, Meinel Bank

## More flexibility, less costs

Meinel Bank is a dynamic medium-sized company with over 220 telephone extensions and a fast growing number of employees. The following points were taken into consideration whilst deciding whether to invest in the installation of a new, modern communication system.

- 1. Scalability:** the future solution should be able to adapt to the changing number of employees at any time - easily and without hardware changes.
- 2. Flexibility:** the future solution should be standard compliant and

manufacturer independent, in order for bank employees to be able to self administrate the system and to adapt it for propriety CRM-Software.

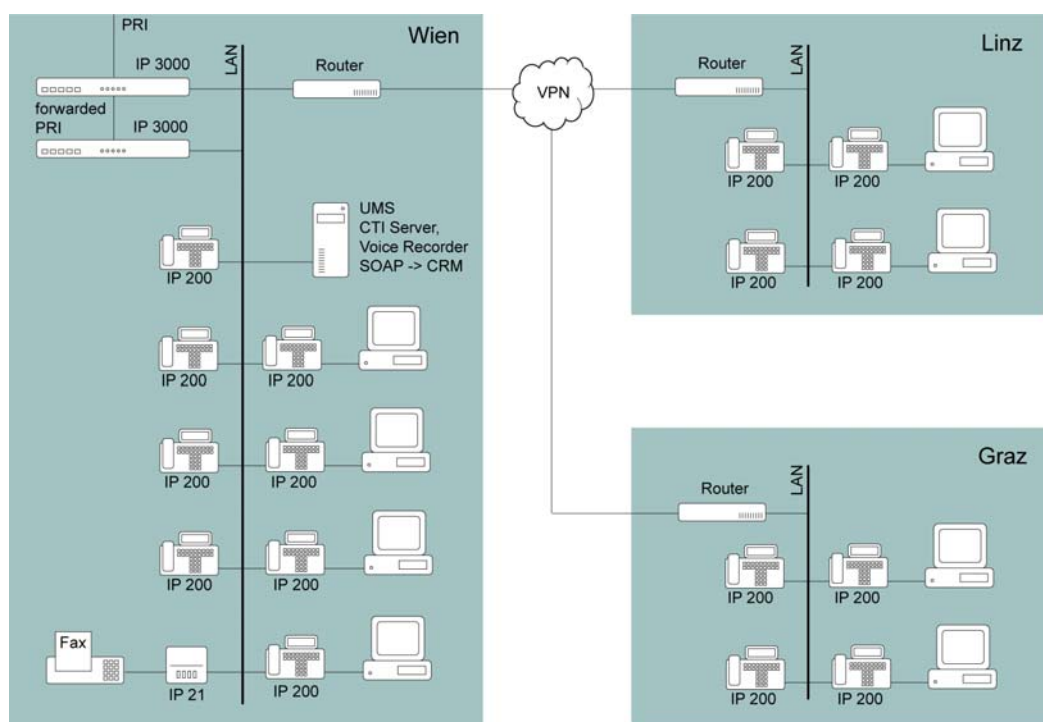
**3. Cost effective:** Cost effectiveness is immediately visible with an IP based solution: A cost comparison showed that the investment in an IP telephone exchange with an integrated voice recording solution (which was another requirement for the future solution) would be cost neutral in the first half year term. As from the second half year term after commissioning the investment costs would be written off in a short period of time due to the clear savings in rental expenses, leasing and maintenance costs. Ekkehard Preis is the responsible project manager within Meinel Bank. He underlines: "It is important to keep track of total cost of ownership whilst making a decision for a new telephone exchange". Mr. Preis continues: "Purchasing costs are only one factor. In new building projects there is no longer the need for wiring for VoIP. These lower costs play a role in the decision, as do potential maintenance costs for external technicians." A traditional solution would have meant the financial institution would again be dependant on one particular company and service team - the private bank can self-administrate the

IP solution and reduce external maintenance costs to a minimum. In additional the fact that the reputable bank is decentralised with three large branch offices in Austria – Vienna, Graz and Linz – means the financial institution is predestined for a Voice Over IP solution.

## Purchase decision after test configuration

In January 2004 Meinel Bank decided to go ahead with a test configuration of the innovaphone PBX in the Linz branch office. The significant reasons for choosing the German manufacturer innovaphone was not only the cost factor but also because the VoIP specialists based in Sindelfingen were the only manufacturer able to introduce the so-called active voice recording feature. This enables automatic recording as soon as a conversation takes place on an IP telephone as well as recording control at the touch of a button. A further argument in favour of innovaphone's technology was the fact that innovaphone's IP telephony solution is standard-compliant, thus giving an optimal base for additional applications in the areas of UMS (Unified Messaging) and CTI (Computer Telephony Integration).

## Meinel Bank - innovaphone PBX scenario:





The project was looked after by ACP Enterprise Computer Handels GmbH, one of the leading system houses in Austria with numerous branch offices throughout the country. As the implementation of IP telephony proceeded to the full satisfaction of all concerned, the decision fell to changeover the entire bank to IP. At the time telephony was handled by an outdated Philips Sopho telephone exchange situated in head office in Vienna. A total of 80 subscribers in headoffice, 25 subscribers in another location and a small number of subscribers in Linz and Graz were connected with this telephone exchange. Innovaphone delivered two IP 3000 gateways to Vienna to act as the central PBX. These were designed to be redundant. The gateways were connected in parallel enabling the superior innovaphone redundancy concept to be implemented properly. In a security sensitive environment such as in a banking institution a fail-safe system is extremely important and must be guaranteed. Should one of the IP 3000 fail, all telephones register automatically to the stand-by PBX. In addition the connection to ISDN is provided for by switching the relay to the redundant IP 3000 (see diagram). The branch offices in Graz and Linz are administrated centrally in Vienna by using a numbering plan. In addition more than 200

innovaphone IP 200 terminals and several IP terminal adapters IP 21 were delivered.

No problems were encountered during installation of the IP telephony solution. This has been confirmed by Elfriede Jirges from Meinl Bank Vienna, "the installation went extremely smoothly and was finished within a couple of days." Small problems were encountered at the beginning with the handling of the new terminals amongst the employees. After a few days the bank employees had gotten used to the new terminals – feedback was on the whole very positive for the new technology.

#### Preservation of evidence using voice recording

Voice recording System EVOip from ASC Telecom AG based in Hösbach, Germany, was installed simultaneously to the changeover to IP based telephony. This is fully integrated VoIP recording software. The products from innovaphone and ASC are optimally coordinated in the area of voice recording and enable ideal integration of voice recording in an IP based telephony environment. All calls – it does not matter whether using conventional telephony or calls over IP – can be recorded, logged and

processed. Recording starts automatically as soon as an external call takes place on a dedicated telephone. The call recordings are saved to the fixed hard disk in the server. Searching for and call play back takes place using a secure line within the intranet. This enables access to these important evidence data at any time and from anywhere.

#### Positive interim result after one year

Lower running costs and more technology flexibility were the main reason for the changeover to Voice over IP, as the formerly separate networks for voice and data traffic were integrated to a convergent communications platform. Applications which would not be available for conventional telephony can be integrated in this uniform IP based infrastructure. In this way a CTI-software has been installed at Meinl Bank which can for example easily and clearly implement group features. In addition Ekkehard Preis from Meinl Bank was himself able to integrate the internal CRM system using the SOAP API interface as provided by innovaphone. A unified messaging solution was integrated in the same way which allows all kind of messages – email, fax, short messages and mailboxes to be united in one user interface. It controls all important telephony features such as dialling, pick up, ring off, call hold, call waiting and even conference call setup. Contacts are compared to incoming call numbers. This enables bank employees to constantly have all necessary information to hand thus enabling them to respond to customer requests and inquiries at any given time. Bankers are able to access their messages at any time when on the road using a mobile phone or a web interface. It is thus possible to react promptly to incoming email, faxes or short messages at any time and from anywhere. This maximum flexibility improves availability and enables greater customer proximity.

A cost report from Meinl Bank proves that purchasing the IP PBX including the voice recording solution has indeed been cost neutral in comparison to traditional telephony.

#### Advantages of an IP based solution for Meinl Bank

- ✓ **Clear cost savings** through unified networks and low maintenance costs
- ✓ **Scalable solution** which can be adapted at any time to the fast growing employee numbers
- ✓ **Integrated Voice Recording solution:** automatic voice recording, recording control at the touch of a button
- ✓ **Optimal base** for additional UMS and CTI applications
- ✓ **Superior redundancy concept:** guarantees maximum fail-safe in security sensitive area





In action at Meinel Bank: IP 200

Indeed in the second half year term after commissioning the bank saved 58,000 Euro for rent, leasing and maintenance. The advantages of IP telephony became truly visible recently during the move of the Graz branch office within the city. Enormous savings could be made as double wiring was not necessary. The office move was quite painless for the employees as they simply had to plug their telephones at their desk in the new office. No further measures were necessary for operation.

### Innovaphone partner at Meinel Bank: ACP Group Austria & Germany

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