

Case Study

Assembly & Test – Europe GmbH Revolutionizing the exchange of ideas and information with unified communications

Assembly & Test – Europe GmbH, whose head office is in Neuwied, Rhineland-Palatinate, is part of the Assembly & Test Worldwide (ATW) group of companies. The company specializes in assembly and test systems for development and production departments and supplies turnkey solutions for various industries. Success relies on engineering skills, time and teamwork. To optimize their exchange of information, Assembly & Test – Europe GmbH opted for Unified Communications with OpenScape Office.



The task

Assembly & Test – Europe GmbH is one of the world's leading companies supplying assembly and test systems for development and production applications for selected automotive and production components. Increasing complexity in the field of plant engineering and construction means that communication between virtual teams must be as efficient as possible. This was a requirement that could not be fulfilled with the legacy telephone system. The Neuwied-based company was looking for a solution that would optimize availability and provide optimum support for collaboration between virtual teams.

Communication media such as fax, e-mail and voice, which had always been separate in the past, were to be brought together with unified communications to optimize the communication and information processes.

The solution

Assembly & Test – Europe GmbH compared communication packages from a range of vendors. Eventually they selected a complete solution from Siemens Enterprise Communications. Their decision was based on the expert advice they received, and the impressive price/performance ratio of the unified communications solution, which included:

- OpenScape Office MX, the complete unified communications package for up to 150 subscribers
- UC integration into Microsoft Outlook
- OpenStage terminal devices, primarily OpenStage 60
- optiPoint WL2 WLAN telephones
- WLAN infrastructure based on HiPath wireless

The benefits

- Low service and operating costs
- Faster communications, bringing time savings of up to 15 minutes per day
- More efficient team work with Outlook integration and presence information
- Increased mobility
- Improved employee availability
- Intuitive user interface for both telephones and software made conversion to the new communication system safe and fast
- Reliable solution partner guarantees, bringing increased reliability and expert service

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Freedom to innovate

The production of goods on an industrial scale requires sound manufacturing facilities and equipment. Whether it is a new vehicle model or a new drug, equipment individually tailored to the product will be needed to manufacture it. The Assembly & Test Worldwide (ATW) group is one of the world's leading manufacturers of such industrial equipment. Assembly & Test – Europe GmbH, whose head office is in Neuwied, Rhineland-Palatinate is the European subsidiary of ATW. With around 100 employees, the company develops assembly and test systems for development and production applications for selected automotive and production components.

Availability as a success factor

The Neuwied-based company knows that availability is a significant success factor, particularly in its communications with customers. It also plays an important role in the collaboration between members of virtual teams. A wireless WLAN infrastructure was constructed with HiPath Wireless to guarantee availability on the company's extensive site with its production and assembly halls. Engineers on the site use cordless telephones to communicate with the optiPoint WL2 WLAN telephones. At the PC workstations, which run the Microsoft Outlook email client, all the communication media are brought together with myPortal. This UC application integrated into Outlook allows every employee to control all aspects of their communications to suit their own way of working.

“We compared telephone packages from four vendors. The excellent price/performance ratio was a decisive factor in our decision to select OpenScape Office MX.”

Achim Ströder,
Authorized representative and Operations / Customer Service Manager at Assembly & Test – Europe GmbH

As well as offering superb engineering services, it stands out from the competition with its cost-efficiency, quality and adherence to agreed delivery schedules. Having work distributed between teams networked around the world means ever-increasing technical complexity and constant increase in demand for communication facilities. For this reason, Assembly & Test – Europe GmbH decided to buy in a new communications solution that could bring together

the various communication media of telephone, fax, email and voice.

After an intensive review of various solutions available on the market, the company decided in favor of OpenScape Office from Siemens Enterprise Communications, and thus a change of vendor.

Employees use the set presence status to determine whether and at which end-user device colleagues can currently be contacted. Missed calls and frequent playback of voice messages on landline and mobile telephones are thus things of the past. Outlook gives direct access to telephone, fax, voice messages and email. Contacts stored in Outlook can be called easily at the click of the mouse, saving time and preventing “mis-dialing”.

The intuitive user interface of both telephones and the UC application also generated enthusiasm. This meant that the conversion to the new communication solution could be completed reliably. There was no need for time-consuming user training courses. Another plus point was that

the introduction of OpenScape Office reduced service and operating costs. System administration, such as the addition of new subscribers or changing subscriber-specific settings, can be done by managers at Assembly & Test – Europe. This was simply not possible with the old telephone system due to its complexity.

Assembly & Test - Europe GmbH was established back in the 1960s as an internal tool making shop for Girling Brake Systems GmbH. The company takes sustainability and reliability very seriously, as does Siemens Enterprise Communications, making it the perfect partner for unified communications solutions. After all, a reliable partnership is a prerequisite when capital goods are involved.

“Integrating OpenScape Office into Microsoft Outlook has made our communications much faster; in some cases, it can save up to 15 minutes every day.”

Achim Ströder
Authorized Representative and Operations / Customer Service Manager at Assembly & Test - Europe GmbH



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