



Industry

Manufacturing/Industrial

Daily Use

- To maintain mobile connectivity for office and manufacturing plant staff, and productivity as a result

Solution

- 150 Spectralink DECT handsets: Butterfly and 7620
- Seamless integration to Microsoft® Lync®

Results and Benefits

- Mobility for all employees, better cooperation and understanding of staff availability, which improves productivity
- Fast and efficient communications via high quality voice calls, so no interference, which improves accuracy
- Solution is scalable, and ready to roll out to other Marel sites and offices

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— Rob Janssen
Global IT Infrastructure Manager, Marel

Marel upgrades telephony environment with Spectralink’s DECT solution based on Microsoft® Lync®; improves internal cooperation and staff availability

The Company

With over 4,000 employees worldwide, Marel has a strong presence in the Benelux region. Over 1,100 employees are based in the Netherlands, in offices in Oss, Boxmeer and Dongen. Marel is the leading global provider of advanced equipment, systems and services for the fish, meat and poultry industries. Marel is a multinational company, with offices in over 30 countries and manufacturing facilities in 16 locations worldwide.

The Challenge

Marel’s traditional telephony system had become out dated, so they started a search for an alternative for its Boxmeer and Dongen locations in early 2012. After a few months, the telephony environment was phased out and replaced by Microsoft® Lync®. This Unified Communications platform is used by Marel worldwide for its communications and allows Marel to communicate with external parties and internal employees via voice, chat messages, video conversations and online meetings.

In order to integrate fixed telephony with the new Microsoft Lync solution, Marel looked at various options to replace the traditional telephony system.

Because a connection between a DECT system and the old switchboard was needed, Marel had to find a new, reliable DECT solution, after alternatives such as Wi-Fi telephony and mobile telephony were ruled out.

“In our opinion, technologies other than DECT were not stable and robust enough to use within Marel,” says Rob Janssen, Global IT Infrastructure Manager at Marel. This was also the case for mobile phones, where we looked at the average number of calls, duration and the number of different service plans per phone. The prohibitive cost and variations helped the IT department to build a business case for a DECT solution.”

The Solution

In 2012, Marel came into contact with Spectralink and discussed the replacement of its switchboard. It became clear very quickly that Spectralink was the best party to work with. The possibilities it offered to integrate the DECT solution with the existing Microsoft Lync environment settled the matter to choose the Spectralink DECT solution as its new system.

In May 2012, Marel made a business case with wishes and demands for the telecoms solution. Then the team did a test between the different offices where the solution was needed. An important demand was that integral overlap was possible. This means that employees that work in different locations in Boxmeer are able to communicate with each other and that this wouldn’t have negative effects on the availability of the staff.

“...the solution we have in place now is scalable and therefore easy to roll-out to other locations worldwide, should there be need for it in the future.”

— Christian Stoltz, IT Infrastructure Specialist, Marel

After the evaluation of the test results, Marel decided to purchase the new system with matching DECT handsets. Within the solution, one series were compatible with the Microsoft Lync solution. Marel chose two types of handsets with that: the butterfly handset and the 7620 handset. The 7620 handset, was specifically selected for the BHV team to allow them to send text messages as well. This team is staff with special additional responsibilities in the case of a fire or accident, so they need to be able to respond quickly.

“Spectralink’s DECT solution is currently used at the offices in Boxmeer and Dongen, where about 1,000 employees in total are based,” says Christian Stoltz, IT Infrastructure Specialist at Marel. “The site in Oss is currently not using the solution because mobility is less of an issue there at the moment. However, the solution we have in place now is scalable and therefore easy to roll-out to other locations worldwide, should there be need for it in the future.”

The Results

With the new Spectralink DECT solution, Marel employees can communicate more quickly and efficiently with each other without interference due to the high quality of the voice calls. At this moment, 150 employees have a DECT handset, spread between office employees and manufacturing plant employees. During the implementation phase, they were given an instruction with information on the use of the new handset and the new functionalities.

“During the implementation, we were supported very well by Spectralink,” adds Stoltz. “Thanks to them, we were able to change seamlessly to the new system, so employees didn’t experience any difficulties. The only change they experienced is the change in equipment. The goal was to make the transition as efficient as possible and we succeeded. Even when Marel faced some start-up problems, Spectralink followed this up and solved this efficiently and adequately.”

Janssen added: “A big benefit of the new system is that employees have insight into the status of their colleagues. If the phone is not answered, they can see if that person is already on the phone, in a meeting or out of the office.”

Marel decided to manage the Spectralink solution themselves, mainly because they also manage the Microsoft Lync system. This means that the IT department has a better view of how the system is functioning and when problems arise. This is a huge benefit compared to the old situation.

Another benefit is that Marel can offer a fully integrated DECT solution at relatively low costs at the production facility in Dongen, where they used to work with standalone DECT phones with limited reach.

To find out how Spectralink can help your organisation, visit us at spectralink.com or speak with a Spectralink Account Representative.

About Spectralink

Spectralink, a global leader in wireless solutions, solves the everyday problems of mobile workers through technology, innovation and integration that enable them to do their jobs better. By constantly listening to how customers move through their workdays, Spectralink is able to develop reliable, enterprise-grade voice and data solutions and deliver them through a powerful, durable device.



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