



Elateral take control of their messages with Ascom

Elateral, an e-solution provider for marketing, has recently experienced a rapid expansion of its business. Their existing telephone system was found to be incapable of handling the increase in the number of calls and did not offer the extra services Elateral found it needed to ensure the efficient and smooth running of the company.

Elateral approached several telephone system resellers to supply an appropriate solution that would also be flexible enough to support future growth and the subsequent technological requirements of the company.



Unified Messaging from Ascom.

Daniel Taylor, Network Manager at Elateral says, "We set out to find a telephone system that would improve customer satisfaction and increase company efficiency. How we handle our internal and external calls is vital – a potential customer can be lost within seconds if their call is not handled quickly and appropriately. Improving the telephone system for our staff was a priority to ensure we maintain our excellent level of service."

Elateral awarded Actimax the contract as it offered the most suitable and flexible system. Proposing the Ascotel ISDN telephone system from Ascom, Actimax plc could provide an open platform infrastructure with proven reliability that would grow with Elateral's business, and could be upgraded easily with new applications as and when needed. A fully accredited Ascom Solution Provider, Actimax also provided full project management, installation and ongoing support services. Keen to support their own system locally Elateral installed AIMS (Ascotel Information Management Software), this management tool enables Elateral to set up and tailor every system setting to their exact requirements with the confidence that Actimax can provide them with full remote system and diagnostic support if required.

The Ascotel system at Elateral has initially been configured with a single Primary Rate ISDN connection for 20 channels and 72 extensions. Expectations are that the company will grow considerably over the next few years, therefore flexibility and growth of their system is paramount. As a global organisation, Elateral has also installed the Ascotel system in its offices in Germany and predicts further installations as Elateral expands overseas.

Unified Messaging Service – Improving usability for Staff

Unified Messaging has been integrated with Elateral's Lotus Notes system, allowing each member of staff to access all their emails, faxes and voice mails, through the one in-box. This means staff can listen to messages, read faxes and emails quickly and easily, even when away from the office, improving staff productivity and significantly reducing frustration with having to pick up messages from different sources.

Daniel Taylor says, "The Unified Messaging is a very important feature as it enables our staff to have better access to their messages, which ensures a more



