



Bubbling upwards with Ascom

Mathmos manufactures its lamps in Poole, Dorset and exports them around the world. Based on a wartime invention for an egg-timer, the classic range of lamps were revamped in 1989 for a new generation of 'Lava-Lovers,' achieving the accolade of 'Queen's Award for Export Achievement' in 1997.

Turnover has doubled every year since 1991 and in 1998 approximately 800,000 lamps were sold. Today, Mathmos is a fast growing company requiring effective inter-site voice & data communications with the ability to connect key staff when away from their desk.



Mathmos' Space Projector

Mathmos has an established sales and marketing function based in Old Street, London and a dedicated production facility at its Poole factories. To facilitate communications between the two sites, the company sought to upgrade its existing communications system by installing an Ascotel ISDN telephone system for voice and data communications.

Future-proofing

Mathmos' core requirement was for a system that promised to be a secure investment with digital capability for cordless telecommunications, voicemail and the future ability to upgrade to include digital networking using the European Open Standard (Q.SIG), which was also essential.

Integrated voice & data

For Mathmos, what was key in their selection of the Ascotel 2050 system, was the ability to integrate and

combine all voice and data requirements between the London and Poole sites. With this new system installed, employees can benefit from quick and easy access to alternate sites, with the optimisation of voice and data traffic across kilostream and ISDN lines.

Direct dialling freedom

All employees have their own DDI number (Direct Dialling In) together with a personal mailbox to receive their voicemail, which they can access from their phone or remotely. This facilitates the process of assigning different telephone numbers to different people, devices, equipment or services.

The remote access facility also makes it possible to easily reconfigure and upgrade the system at any time and to adapt to new organisational



Strategy of freedom by Ascotel





structures and work processes. In addition, in the unlikely event of a malfunction, faults can be automatically reported to the service centre by remote alarms providing a rapid response that safeguards against time consuming and costly system failures.

Power through mobility

The digital cordless Office 100 handset DECT facility at both sites enables key staff to be contacted quickly even if they are not at their workstation. Hence the DECT standard brings all the benefits of digital telephony to cordless applications. The moment anyone leaves their desk, calls automatically route to the users' Office 100 handset.

Calls are interference free and secure. Text messages can be sent and received and all users are given instant access to a list of important caller names and numbers.

Practical choice for communications

"This is a good example of how a forward-thinking enterprise like Mathmos is relying on the Ascotel ISDN system range to meet their business critical communications needs, such as flexibility, reliability and speed in voice communication," said Nigel Richards, Director of Ascom PSD.

The Ascotel system is able to provide Mathmos with the full range of ISDN technology including DDI, Calling Line Identification (CLI) and virtual private networking for both voice and data requirements.

Open systems for progress

"Ascom recognises that customers' needs may change and develop –



that's why the Ascotel range of systems are built on an 'open platform' to enable maximum upgradability," said Richards.

The critical network

Mathmos deployed the Ascotel 2050 system to be able to integrate voice and data down a kilostream line between its two sites.

"Effective communications are key to our critical network operations. We need to have systems in place that meet the challenges we face today and are flexible enough to cope with challenges that may arise tomorrow from our growing business demands," said Cressida Granger, Managing Director, Mathmos.

An exceptional digital system

"Since 1991 our company has been growing at the rate of 100 per cent year on year. With that kind of growth we needed to make sure that the telecommunications systems we have in place are going to streamline our activities and enhance our productivity. Ascom was our preferred choice, because in our opinion it was the best digital system to service our voice communications," said Granger.

A summary of the benefits

- ***Fast, accurate transmission of voice and data***
- ***Ability to contact key staff via digital cordless phones (DECT)***
- ***Enterprise-wide cost savings and reductions***
- ***Desk-to-desk effective inter-site communications via ISDN and private network***
- ***Remote access for system management and programming***
- ***Security of investment with 'open-standard' technology and easy upgrade***