



Success Story

Otto Group
Portfolio of companies exploits benefits of
communication services from the private cloud

otto group

With 123 major companies in its portfolio, the Otto Group markets a wide range of products that are distributed via a large number of sales channels. In order to enhance the agility of these independently operating companies, Otto Group's IT decision-makers opted for a communication solution from Unify featuring multi-tenant capabilities.

The Task

- Deployment of an IP communication solution with multi-tenant capabilities
- Modernization of the communications infrastructure
- Integration of telephony functions into Microsoft Lync
- Greater flexibility and lower operating costs
- Support for new services, such as telecommuting, that embody Otto Group's company-wide mission ("The Power of Responsibility")
- Use of open standards that allow for connection with additional systems and equipment

The Solution

- OpenScope Voice including SIP trunking
- Around 5,200 OpenStage telephones
- OpenScope Xpressions for unified messaging
- OpenScope Mobile for iOS/Android
- OpenScope UC Application
- OpenScope Contact Center
- OpenScope Concierge attendant console
- Integration of OpenScope functions into Microsoft Lync
- Managed Services

The Benefits

- A multi-tenant-capable IP communication solution hosted in the Otto Group's data center (private cloud)
- Standardized deployment of communication services
- Future-proof system architecture based on open standards
- Lower operating costs due to central administration
- Faster communication processes thanks to the One Number Service
- Greater ability to balance work and private life owing to the provision of home office technology
- Reduction in maintenance and operating costs
- Support for future strategic planning



Otto-Pressbild. © Otto GmbH & Co KG

Multichannel Retail, Services and Financial Services

In terms of shopping experience, portfolio and service, the companies in the Otto Group are keenly aware of what they need to do to attract customer interest. The globally active group of retailers and retail-related service providers are committed to sustained economic growth. In the 2013/2014 fiscal year, this commitment led to a further upturn in profits, and the Otto Group reported a turnover of around 12 billion euros with a workforce in excess of 54,000 employees. The Otto Group is continuing a proud tradition that goes back to 1949. This was the year in which the Otto Versandhandel mail-order company was set up in Hamburg. Although the Otto Group now has a presence in more than 20 countries, its headquarters remain in the north German city where it was first established.

Innovation has always been a key component of the Otto Group's success, and this is revealed in its IT and communication strategies as well as its business models. True to this tradition, 2012 saw company headquarters

give the go-ahead for the planning of a new communications infrastructure. The circuit-switched phones in use at the Hamburg-Bramfeld location had become uneconomical due to their maintenance requirements, and the goal was to replace them with a new and state-of-the-art communication solution.

"Our old telephone system was no longer suitable for today's business processes. What we needed was a seamless communication solution that would enable employees to work from anywhere."

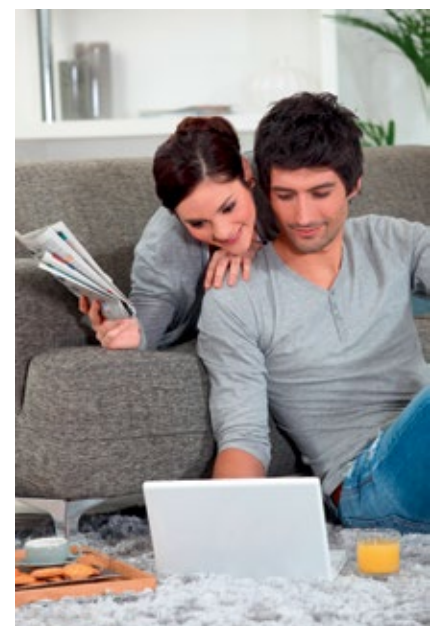
Lutz Bandholt, telecommunications engineer at the Otto Group

Advanced Communications Technology

Otto Group's communication services decision-makers invited tenders for a solution that would need to address a broad range of functional and technical requirements. Key specifications included Voice over IP, SIP trunking, multi-tenant capability, One Number

Service, telecommuting and mobile working. The solution also needed to be compatible with the principles of sustainability anchored in the Otto Group's CR strategy.

Tenders were submitted by a large number of prominent ICT providers. Those providers with plausible concepts for fulfilling Otto Group's requirements were put on a short list



and given the opportunity to provide test installations to support their claims.

OpenScape Voice from Unify emerged as the ultimate winner. It was the solution best able to fulfill Otto Group's requirements, and also seen to be technically superior to competitor systems in many areas. This was especially true of its standards-based open architecture, an area that the Otto Group sees as key for future developments. Open standards give the company the flexibility to deploy new applications whenever necessary and keep its communication services aligned with its business processes.

"Technically speaking, OpenScape Voice was the most-advanced solution of all those presented during the bidding process."

Winfried Hinz, telecommunication engineer at the Otto Group

After an extremely short planning and implementation phase, lasting only six months, OpenScape Voice went into operation for the first group of users at the Hamburg-Bramfeld location. The solution was then rolled out to further companies in the Otto Group, including Otto, Hermes Fulfillment and House of Brands. Today, around 5,200 users at various locations are using voice services from Otto Group's private cloud.

"The Otto Group is not a centrally managed organization, and the independence enjoyed by our group companies plays a key role in our success. The multi-tenant capability of the OpenScape Voice solution makes it a perfect match in this respect as well."

Ulrich Böttcher, Head of Telecommunications, Otto Group



With Internal Customers in Mind

Workplaces are equipped with an OpenStage 60 phone as standard. This desk phone is designed for the discerning user, featuring crystal-clear voice quality, a brilliant LCD display and a wide range of functions.

Collaboration is a key part of the Otto Group's work mentality. This is why all communication functions, including telephony, are integrated into the Microsoft Lync environment. Users can make calls from their normal applications by means of a single mouse-click, and can switch between different forms of communication such as chat, mail or phone.

OpenScape Voice is a native, SIP-based softswitch that supports all end-devices and clients using the SIP protocol. Because some users need to employ non-Unify SIP clients, offering only basic telephony functionality, this freedom of choice was an important factor for the telecommunication services team at the Otto Group. Even this group of users are now able to benefit from the communications infrastructure that OpenScape Voice provides.

"OpenScape Voice enabled us to realize our dream of a communications infrastructure capable of providing users with key functions on any end-device, and usable whenever and wherever necessary."

Lutz Bandholt, telecommunications engineer at the Otto Group

Cost-Effective and Reliable

The total operating costs for communication are now significantly lower than they were under the previous solution. With the old telephone equipment, many routine activities required the assistance of a service engineer. Nowadays, administrative tasks such as moves, adds and changes (MACs) are carried out by Otto Group's internal Help Desk. The management tools available for OpenScape Voice enable tasks of this kind to be carried out from a central location. This reduces the amount of work involved and enables administrators to react more swiftly to requests. The service workload in this area has been reduced from 5 to 1.5 days per week,

which corresponds to a 70 % cut in costs.

"Our standardized IP communication solution is far more economical to operate than the old telephone system. We have managed to cut our costs by around 70% for MACs alone."

Winfried Hinz, telecommunication engineer at the Otto Group

Unlike the previous phone system at the Hamburg-Bramfeld location, OpenScape Voice combines security with carrier-grade reliability, resulting in an availability level of 99.999 %, or the equivalent of less than 5½ minutes of downtime per year. The OpenScape solution is split between two data centers. If one system should fail, the system in the second data center

takes over all communication functions instantaneously. In addition, OpenScape Branch gives external sites their own network access. Should there be any problem with the connection to the data center, these branch offices remain in phone contact. Provision of voice services from the cloud gives the Otto Group the flexibility it needs to continue its sustained growth and shortens the time required to deploy new infrastructure.

Fit for Future Requirements

Communication services play a key role in Otto Group's endeavors to create a positive work-life balance. By opting for OpenScape Voice, the telecommunication services team at the Otto Group headquarters has ensured that the company is in a position to meet these challenges. Innovations such as telecommuting and the One

Number Service are already widely in use.

Already well known for its pioneering mindset in other areas, the Otto Group is a trailblazer with regard to its internal communications infrastructure as well. It is now considering the introduction of point-to-multipoint conferencing services. This would serve to further enhance collaboration throughout the entire Group and promote knowledge-sharing between employees.

About Unify

Unify is the Atos brand for communication and collaboration solutions. At the core of the Atos Digital Workplace portfolio, Unify technology enables organizations of all sizes to transform the way they collaborate, creating a more connected and productive workforce which can dramatically improve team performance, individual engagement and business efficiency.

Unify products represent a strong heritage of technology innovation, reliability and flexibility. Their award-winning intuitive user experience can be delivered through almost any device and in any combination of cloud or on-premise deployment. Augmented by Atos' secure digital platforms, vertical solutions and transformation services, they set the global standard for a rich and reliable collaboration experience that empowers teams to deliver extraordinary results.

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