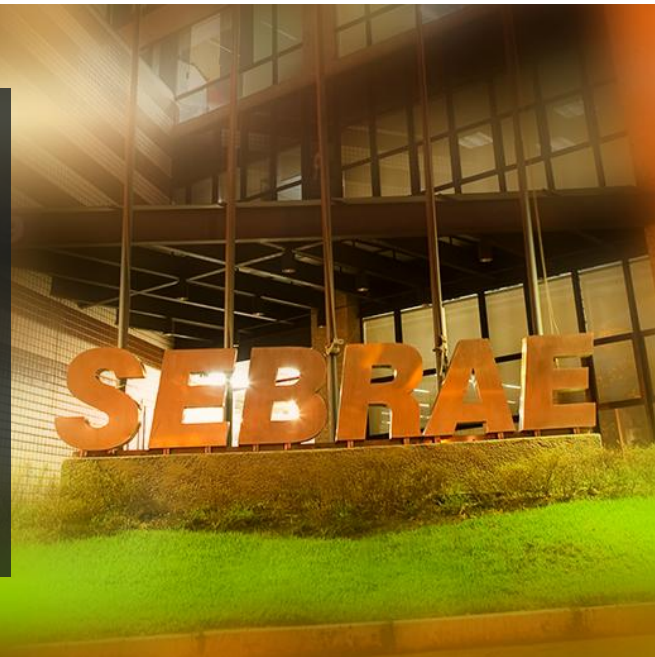




SUCCESS STORY

SEBRAE-MG deploys Unify's OpenScape Enterprise Express for Advanced Unified Communications Capabilities



With Unify OpenScape Enterprise Express SEBRAE-MG will introduce a new way to work for employees, providing them with: a unified communications experience that is mobile; and professional contact center that will deliver higher customer satisfaction scores.

The Task

Operating in 57 micro-regions of the state, encompassing 853 municipalities of Minas Gerais, Serviço de Apoio às Micro e Pequenas Empresas de Minas Gerais in Brazil (SEBRAE-MG) offer products and services that support entrepreneurs in the different stages of business development, providing complete guidance to those wishing to open, diversify or expand a business.

SEBRAE-MG needed to replace an old telephony system. The old system was not flexible enough and did not provide any of the benefits of a unified communications solution. Employees distributed over a large geographical area needed a better way to communicate and collaborate. It was time for a technology upgrade. Additionally SEBRAE-MG desired a modern contact center to improve their call center operations.

Unify participated in a competitive

bidding process and won the contract to replace the old telephony system with OpenScape Enterprise Express. This offered a robust solution and added other features to the environment, increasing the team's productivity and effectiveness levels in addition to bringing greater mobility for the users.

In the end the scope of the project expanded to deliver a comprehensive unified communications and a professional contact center solution to approximately 830 users in 62 localities of Minas Gerais. SEBRAE-MG has operations in eight regions (South, North, Northeast, Central, Jequitinhonha and Mucuri, Triângulo Mineiro, Zona da Mata and Rio Doce) of the state.

The Solution

OpenScape Enterprise Express.

In order to meet SEBRAE-MG's needs, Unify deployed the OpenScape Enterprise Express platform, a complete enterprise communications solution bringing unified communications, telephony, call center, real time presence, instant messaging, web conferencing (scheduling and meet-me), unified messaging, including e-mail, voice mail, fax and multiple devices, as well as mobility features.



follow-up activities. In addition, the dedication of the managers of the two companies was vital in a comprehensive project like this”, said Cristiano Goulart, IT analyst at SEBRAE-MG.

The Benefits

With OpenScape Enterprise Express, Unify revolutionized the SEBRAE-MG’s communication system. The organization’s Call Center was one of the first areas benefited by the project and had the following benefits among others:

- **Automated real-time reports:** easy to understand, they present status of operations in progress.
- **Improvements in VoIP telephony, mainly in three pillars:** technology update; improved user operation with extensive system visualization; and increased productivity through unified communications.
- **Access to new features:** easy and user friendly platform for current operators and easy training of new employees; free space at service points; chance of concentrating all activities only on the computer, not requiring other machines.
- **Teams based on group of timetables:** each group can see the other attendant’s subject schedules. With that, the operators know who is late and can improve the customer service. Currently, SEBRAE-MG has 27 attendants working in five shifts.

Francine Hudson, call center Analyst at SEBRAE-MG, highlighted the advantages to operators. “The equipment offered features that we didn’t have and that streamline our operator’s work. The

changes are already noticeable”, she said. In addition to these benefits, the platform has enabled greater mobility for the institution’s employees.

“Thanks to the unified communications, a client that provides real-time presence and voice conferencing, it became easier to find people, hold a meeting and connect them independent of where they were working. The immediate benefits from team collaboration are the optimization of staff time and productivity”.

Guebio Carvalho, IT infrastructure analyst at SEBRAE-MG.

“This initiative has provided a number of benefits to the customer’s internal and external public appearance”, said João Henrique Pereira, Executive Account Manager at Unify.

The fact that OpenScape Enterprise Express is based on open IP network standards also contributed to the lower telephony costs as voice traffic between SEBRAE-MG’s office is now carried on their own MPLS data network.

More to come!

With all the productivity gains and cost savings from the OpenScape Enterprise Express solution being realized, the next phase of the initiatives is already being discussed. SEBRAE-MG has offices in the interior of the state that are still waiting for a technology update so they can move from analog telephone system into a new way to work with a unified communications solution from Unify.

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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