How Patton and Techlan Reti* Transported Norbert Dentressangle to Converged IP-Communication. . .

Intra-office communications were complex and costly for **Norbert Dentressangle operations in Italy.** Routing internal calls (among main and branch offices) through Telecom Italia was tallying up excessive monthly PSTN charges for the supply-chain management firm. With so many facilities in the territory, maintaining redundant voice and data infrastructures was a burden that overloaded the IT staff. On the plus side, business was growing. On the minus side, launching (or relocating) new branch offices was time-consuming and costly, requiring new PRI, BRI or FXS lines. Furthermore, the logistics company was eager to leverage the productivity-boosting features and functions of enhanced IP-based communications, services not readily available from the traditional PSTN service provider.
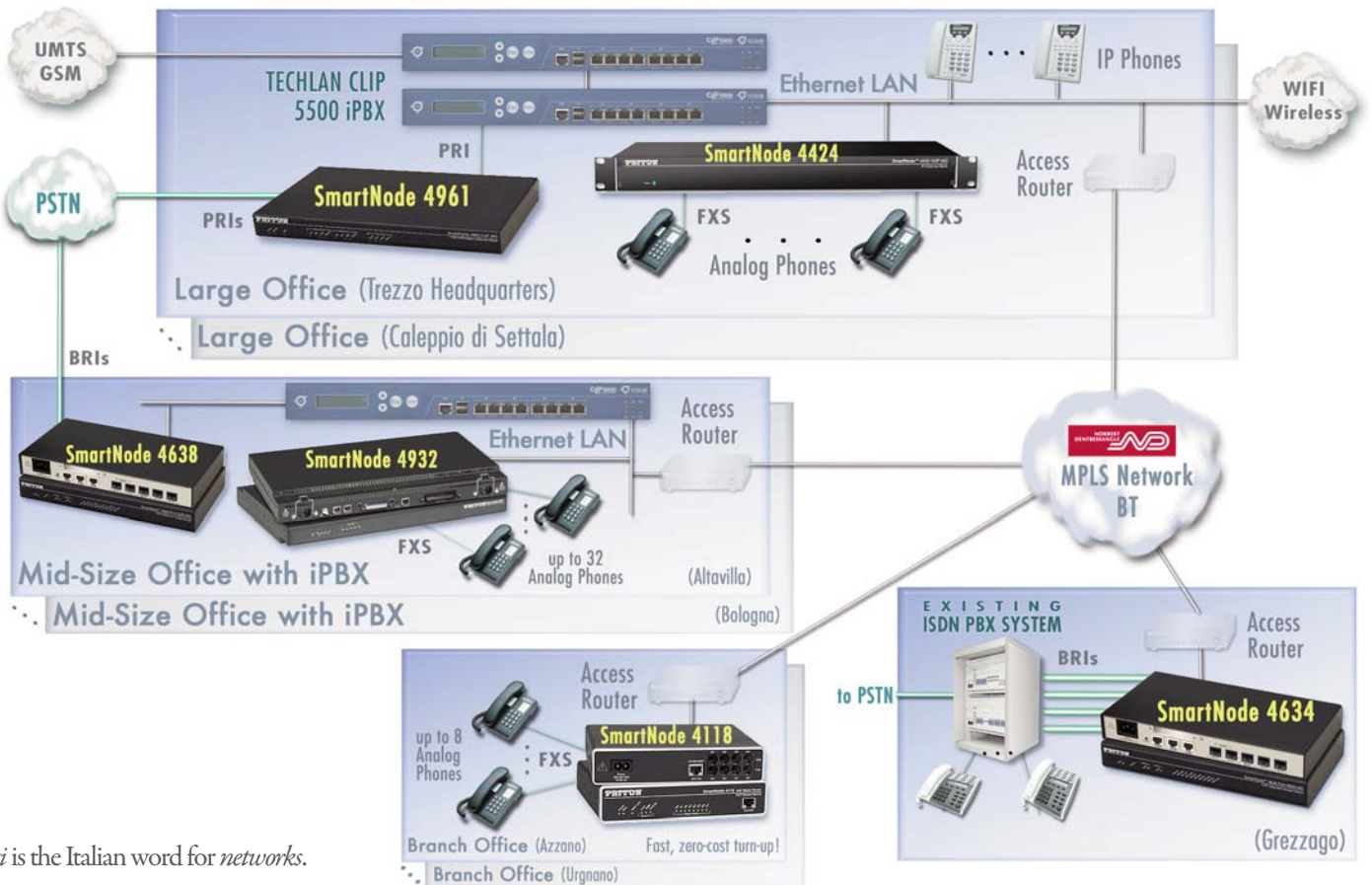
> *"SmartNode equipment is so reliable, compact and flexible to implement that we decided to use only Patton VoIP devices for all our future projects."*
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> **Alessio Miranda, Project Manager-IP Phone Solutions**
> *TECHLAN Reti*

What to do? Alessio Miranda, Project Manager at TECHLAN Reti Srl (the system integrator for Norbert Dentressangle), knew the answer—**converge!**

Leveraging the private MPLS/IP network already in place, interoffice voice traffic could bypass the PSTN—and eliminate tolls. By installing VoIP gateways at each office, corporate voice traffic could be packetized, and routed over the same private network as corporate data traffic. In key central locations, TECHLAN's CLIP 5500 iPBX could replace obsolete legacy equipment with new-generation SIP-based technology. The only outstanding question was which VoIP gateway manufacturer could provide the necessary level of reliability and stability?

Reti is the Italian word for *networks*.

Flashback. Alessio had discovered Patton some years prior. While conducting Internet research, he found several technical forums buzzing about Patton's SmartNode VoIP gateways. Bloggers cited "Patton's excellent support," describing SmartNode solutions as "serious workhorses that rarely give trouble" and the "most recommended PSTN gateway."

"The rich variety within the SmartNode line—especially the high precision clock models allows us to choose the best device for each installation..."

Alessio Miranda, Project Manager
IP Phone Solutions
TECHLAN Reti

After visiting www.patton.com, Alessio connected with Michel Balabio, Patton's Director of Operations for Southern Europe, based in Milan. In the years that followed, an enduring partnership has developed.

The Answer. For Techlan Reti, located near Modena, Italy, SmartNode VoIP products have become the unquestionable choice. As CEO Stefano Campi puts it, "Patton equipment delivers absolute reliability in all our converged-IP projects. We install SmartNode VoIP solutions with utmost confidence that voice services will be securely managed and optimized."

Quick turn-up. When commissioning branch offices, SmartNode gateways leverage the IP network to deliver phone services. Any previously-installed analog handsets can access the services and features of any CLIP 5500 iPBX (located in a remote large office).

The right connections. Norbert Dentressangle's existing infrastructure required a VoIP gateway product line that could support a broad range of PSTN and corporate-network connections, including PRI, BRI, FXS, FXO, plus analog fax and T.38 fax-over-IP. Site requirements varied significantly. Most loca-

Company Snapshot: Norbert Dentressangle in Italy

- **SERVICES:** Logistics, transport and hosted warehouses
- **MARKET:** Medium and large industries
- **CAPACITY:** 464.600 m2 square meters surface storage
- **REVENUES:** 129 million Euros
- **EMPLOYEES:** About 1.698 (direct and indirect staff)
- **HQ:** Trezzo, Milan, ITALY

tions needed to integrate arrays of legacy analog handsets with TECHLAN's new iPBX-based phone system—while providing a breakout/fallback connection to a locally-available service from Telecom Italia. At certain locations, an existing hardware PBX required IP-enabling, while other sites only needed a PSTN breakout for an otherwise all-IP phone system.

Covered. SmartNode was fully prepared for the challenge: scaling from 2 to 120 VoIP calls and offering models that provide just about every standard telephony interface. SmartNode also delivers powerful, flexible IP-routing and call-numbering plans, with analog-digital conversion capabilities.

Precision. One more thing—Patton has solved a pesky little problem that other VoIP vendors have barely noticed. Coarse clocking on a VoIP gateway can break the whole phone system when the PBX requires a tighter clock granularity (see Patton Solves VoIP Interop Challenges). TECHLAN doesn't like to take chances. So rather than risk painful and costly failures during deployment, Alessio specified Patton's high-precision clock wherever available for a given model. Considering the value of "peace of mind" to a project manager—the decision paid off big-time.

"We did not even consider other alternatives. We decided on Patton from the very beginning because we already knew that SmartNode is VoIP that works."

Alessio Miranda, Project Manager IP Phone Solutions
TECHLAN Reti

SmartNode™ Enterprise Solution Benefits

✔ *Cost-savings from toll-free intra-office voice calling*

✔ *Streamlined turn-up/tear-down of remote branches*

✔ *Higher operational productivity with seamlessly integrated, converged enterprise communications*

✔ *Preserved investments in legacy PBX and handset equipment; avoids user-retraining requirements*

✔ *Control of converged voice-and-data network*

✔ *Reduced operations and maintenance overhead*

Going forward. To date, Norbert Dentressangle has two central and eight branch offices up and running with converged voice and data operations. Several new remote sites are planned. When asked what advice he would offer similar organizations, Alessio answered: *"We strongly recommend choosing Patton VoIP gateways for each project."*