

Danfoss Finland Ensures Sales Staff is Available for Customers with Nokia smartphones and Avaya Mobility Solutions

Challenge	Solution
To mobilize sales staff so they can stay in touch with customers and headquarters whilst traveling and to reduce telephony costs	The Nokia S60 smartphones connect staff via an Avaya IP Telephony platform featuring Avaya one-X Mobile Edition software and Avaya MediaServer/Media Gateway hardware with Avaya Communication Manager as part of the Avaya MultiVantage Communications Applications and Business Communication Applications suite of solutions.
Value Created	
<ul style="list-style-type: none"> • Consistent, branded customer experience due to the new solutions making the sales staff more mobile and able to work from any location (i.e. home, customer sites or on the road) • Intelligent, personalized interactions with customers since the Nokia smartphones now have the same capabilities as office desk phones (e.g. conference calls, dial by voice...) • More productive internal collaboration enabling staff to easily update availability status so that switchboard operators have current information to provide customers • Faster linkage of people, processes and resources because the system uses least-cost routing to reduce phone charges and improve operations 	

Espoo, Finland – The Danfoss Group is a privately held global company and a leader in developing and manufacturing mechanical and electronic products and controls. Danfoss Group products help heat and cool homes and offices, refrigerate food, and control production lines. Headquartered in Nordborg, Denmark, the company has net sales of 2.2 billion euros, and has more than 18,200 employees in over 53 factories in 21 countries. Its subsidiary, Danfoss Finland (HQ in Espoo), is a sales organization with four different locations that caters to resellers and customers in the manufacturing industry.

Management at Danfoss Finland realized in 2004 that the company's analogue telephony system limited its ability to effectively mobilize its workforce. Customers often had a difficult time reaching their sales representatives, who were often meeting with other customers, or even finding out when to contact them. The company also recognized that it would reap the most cost and efficiency benefits countrywide by deploying a voice over IP (VoIP)-based system that could capitalize on a private branch exchange (PBX) system's cost savings.

The Solution

Danfoss Finland deployed Avaya MultiVantage® Communications Applications with Avaya Communication Manager software running on an Avaya S8300 Media Server at its Espoo headquarters to create a centralized IP telephony network. The PBX network connects four different sites across Finland and provides mobile telephony

to sales staff on the road. Danfoss Finland worked with Avaya and Nokia to deploy the Nokia S60 smartphones, helping to ensure sales staff could respond to customers needs in a timely fashion. Since the smartphones run one-X Mobile Edition software (formerly known as Avaya Mobile for S60) they have the same features as employees' desktop phones.

The Benefits

Danfoss Finland is a sales-oriented company whose staff has to be on the road frequently whilst meeting with customers. The previous telephone system made it difficult for customers to reach their sales contacts. Additionally, the system forced sales staff to constantly update the main switchboard personnel as to their schedule, should customers call in. Because they were so busy, the sales staff often neglected to do this. The new system eliminates these problems because the easy-to-use interface lets staff quickly update their schedules whilst on the road so that colleagues and switchboard operators know exactly when and where to locate sales teams.

"When our customers need to reach their sales or support contacts, they usually can't wait. This solution allows staff to be responsive at all times, either by answering the call directly or engaging some of their colleagues if they themselves are busy. This way we can utilize our skilled personnel to their utmost for our customer's benefit," said Markku Muuronen, General Manager, Danfoss Finland.

The new system provides Danfoss Finland several other benefits, including:

- Sales staff can now be more mobile, working from their homes, customer sites, or on the road.
- The system is easy to install and maintain, allowing the company to quickly add new users.
- Users can easily transfer and manage calls, including the “find me, follow me” feature, so sales staff can route specific calls originally made their desk phones to their mobile phones.
- The company can now significantly reduce costs by routing the calls through the PBX.
- International calls are affordable because the system uses “International mobile call avoidance” to make local calls to the headquarters location in Denmark. This capability reduces international mobile-to-mobile calling charges by converting them to local mobile-to-mobile calls

How it Works

The Nokia S60 smartphones operate with the Avaya one-X Mobile Edition client which connects the mobile phone to the Avaya Communication Manager software on the corporate server. The combination effectively turns the smartphones into full-featured virtual office phones that have the same capabilities as desk phones. For example, Danfoss Finland’s employees have easy access to powerful features like multi-party conferencing, multi-level transfer and reaching colleagues by dialing an extension, as well as mute, hold and many other features.

Key Features

- **Intuitive Interface:** Sales staff and other users can easily update their availability status so that switchboard operators have up-to-date information to provide customers.



- **One business number access:** Enables calls to the employee’s business number to be received by their mobile phone.
- **Location Transparency:** Calls made from the mobile device using one-X Mobile Edition appear to the called party as originating calling party’s business number, not mobile number.

These features greatly enhance the ability of mobile workers to collaborate with colleagues, clients and others. Improved employee accessibility translates into better customer service, improved productivity, and faster decision making.

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— Markku Muuronen, General Manager, Danfoss Finland

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For more information on how Avaya can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or Authorized Avaya BusinessPartner, or access other collaterals by clicking on **Resource Type** under “Do Your Research” at www.avaya.com

ABOUT DANFOSS

Danfoss is one of the largest industrial companies in Denmark. The global group is a leader within research, development and production, sales and service of mechanical and electronic components for several industries.

Danfoss' activities are divided into three main business areas: Refrigeration & Air Conditioning, Heating & Water and Motion Controls, each leading within its industry. Danfoss has a large ownership share in one of the world's leading manufacturers and suppliers of mobile hydraulics, Sauer-Danfoss. Danfoss seeks to obtain its goals with a minimal consumption of raw materials and energy, the least possible impact on its surroundings and the most efficient use of resources. Danfoss has a long tradition for a social responsibility towards both employees and the surrounding environment. For more information, please visit <http://www.danfoss.fi>

ABOUT AVAYA

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications — and distinguished by comprehensive worldwide services — Avaya helps customers leverage existing and new networks to unlock value and enhance business performance. For more information about Avaya, visit www.avaya.com.

	Systems	Services
<ul style="list-style-type: none"> • Avaya MultiVantage® Communication Applications • Avaya Communication Manager • Avaya one-X Mobile Edition for S60 	<ul style="list-style-type: none"> • Avaya S8300 Media Server • Avaya G700 Media Gateway • Nokia S60 mobile phones 	<ul style="list-style-type: none"> • All services provided by Avaya BusinessPartner, ProVAD Oy

All statements in this Case Study were made by Markku Muuronen, General Manager, Danfoss Finland.