

Case Study

STRACK NORMA GmbH & Co. KG

More efficient customer management with unified communications

When it comes to standard parts, STRACK NORMA GmbH & Co. KG in Lüdenscheid is a household name for designers and tool and die makers all over the world. Established by Friedrich Strack in the 1920s, the tradition-rich company has developed from a pure supplier of tools and machinery into a global service provider. So with a product range that includes over 160,000 individual parts and complete tools, documentation and logistics represent a key feature of the company's range of services. Together with strategic partners, STRACK NORMA develops its range according to customer requirements. The standard parts specialist has used the global economic crisis as an ideal opportunity to optimize its business processes and achieve significant cost-savings through OpenScape Office.

The task

Turbulent economic times are both a challenge and an opportunity. In the midst of the global economic crisis, STRACK NORMA GmbH & Co. KG decided to invest in a new communication solution. The basic objectives that this purchase was intended to achieve were clearly defined:

- Reduction of operating costs for the communications infrastructure
- More efficient communication processes
- Greater customer satisfaction through faster reaction times

The solution

STRACK NORMA was already using communication technology from Siemens Enterprise Communications. But the existing solution lacked the flexibility the company needed in order to react to new requirements quickly and with a minimum of effort. Together with the local telecommunications specialist, E-Komm, the company decided to install what was an absolute market innovation at the time from Siemens Enterprise Communications: OpenScape Office. The first unified communications solution specially tailored to the needs of medium-sized customers. OpenScape Office combines all communication options and offers an integrated contact center solution.

The benefits

- Significantly lower operating costs in the two-digit percentage range
- Daily time savings of approx. 10 minutes per agent through integrated communication
- Optimized work routines, which offer opportunities to increase earnings
- Improved availability of employees
- Faster reaction times through intelligent routing
- More efficient communication processes through Outlook integration and presence information

Down with costs, up with productivity

STRACK NORMA GmbH & Co. KG with headquarters in Lüdenscheid, Germany, is one of the world's leading service providers for standard parts. The STRACK Group includes some 16 offices in Germany and more than 30 other subsidiaries worldwide. More than 20,000 customers all over the world rely on precision-manufactured standard parts from STRACK NORMA. Because the components help designers and users with budgeting and scheduling as early as during the calculation phase for the tool to be produced a solid basis that the forward-looking management of STRACK NORMA used during the global economic and financial crisis in order to set the stage for further growth. One element of the company's strategy was to reduce operating costs for communications, and another one was to increase productivity through process optimization.

The key to success was to consolidate the communications infrastructure through unified communications. STRACK NORMA decided to use OpenScape Office from Siemens Enterprise Communications. The brand new solution was delivered and installed by the telecommunications specialists E-Komm of Lüdenscheid, Germany.



“We used the crisis as an opportunity to secure essential competitive advantages through innovative communications technology. An investment that paid off right from the outset: the percentage of operating cost savings alone has been in the double-digit range.”

Dietmar Hennecke
Network Administrator of
STRACK NORMA GmbH & Co. KG

Intelligent integration

With OpenScape Office, STRACK NORMA eliminated the wasteful, time-consuming parallel existence of e-mail, fax and telephone. The unified communications solution integrated the communications media into Microsoft Outlook, the e-mail program used by STRACK NORMA.

Time-consuming switching between telephone, e-mail and fax machine is now a thing of the past. Employees can access voice messages and faxes via Microsoft Outlook. Rather than going to the trouble of typing in the telephone number, employees can call up contacts stored in Outlook directly with the click of a mouse. That reduces the workload

and saves a lot of time.

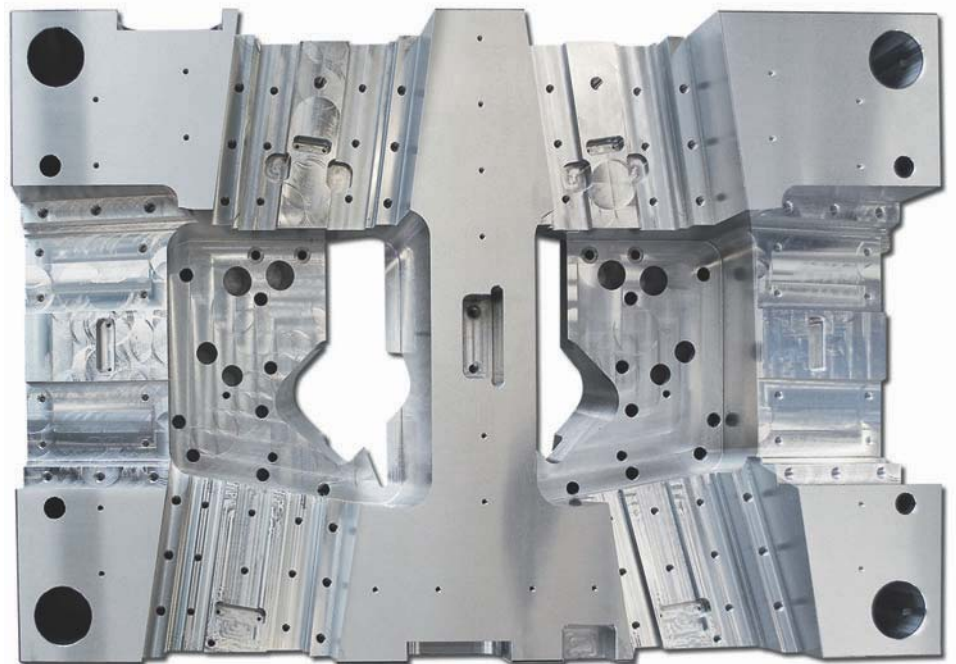
“The Outlook integration of OpenScape Office enabled us to optimize our workflows in communication-intensive activities considerably. That gives our contact center agents a full hour more each week to provide telephone support to our customers.”

Dietmar Hennecke
Network Administrator of
STRACK NORMA GmbH & Co. KG

Communication that makes sense

Every unnecessary call, every unnecessary e-mail and instant message costs valuable time and money – and both can add up very quickly. Efficient communication, on the other hand, has a positive effect on business results and helps companies stop wasting resources – in the order of minutes per day. The contact center agents at STRACK NORMA, for example, use the presence status feature to know immediately whether or not a given specialist is available. With OpenScape Office, lost contacts and extended delays in customer calls become obsolete relics of the past. Customer inquiries that have to be handled by experts can be dealt with quickly and competently.

Each of STRACK NORMA’s customers has a personal customer consultant. This special service also continues with the contact center of OpenScape Office, because each customer is connected with their preferred agent. If the desired agent is not available, an intelligent call distribution system makes sure that the customer is connected with another agent. This ensures that each customer reaches the right contact and doesn’t have to put up with being passed along from one person to the next over and over again.



“We wanted to invest in the best UC solution on the market – and that’s what we did with OpenScale Office. The system has been in operation at our company for a while now and has met all of our expectations relative to lower operating costs, increased productivity and greater customer satisfaction. Because more efficient communication processes are a useful supplement to our growth strategy for the recovery.”

Dietmar Hennecke
Network Administrator of
STRACK NORMA GmbH & Co. KG



Unified communications on a solid basis

Yes to unified communications, no to “Voice over IP” (VoIP). This requirement of the standards parts suppliers from Lüdenscheid left no room for experimentation. Because most telecommunications providers offer unified communications only on a VoIP platform. Siemens Enterprise Communications has taken a different approach here: with its OpenPath strategy, the company provides absolute flexibility in the introduction of unified communications. This allows for a logical, elegant transition where the customers themselves determine the rate at which the communication conversion occurs.

OpenScale Office based on the HiPath 3000 communications platform also offers the benefits of unified communication to customers who have a circuit-switched communications infrastructure and do not want to switch over to VoIP yet.

With OpenScale Office, STRACK NORMA was able to convert to unified communications according to their specific technology requirements, financial considerations and individual business processes.

About Siemens Enterprise Communications

Siemens Enterprise Communications is a premier provider of end-to-end enterprise communications solutions that use open, standards-based architectures to unify communications and business applications for a seamless collaboration experience. This award-winning “Open Communications” approach enables organizations to improve productivity and reduce costs through easy-to-deploy solutions that work within existing IT environments, delivering operational efficiencies. It is the foundation for the company’s OpenPath commitment that enables customers to mitigate risk and cost-effectively adopt unified communications. This promise is underwritten through our OpenScale service portfolio, which includes international, managed and outsource capability. Siemens Enterprise Communications is owned by a joint venture of The Gores Group and Siemens AG. The joint venture also encompasses Enterasys Networks, which provides network infrastructure and security systems, delivering a perfect basis for joint communications solutions.

For more information about Siemens Enterprise Communications or Enterasys, please visit www.siemens-enterprise.com or www.enterasys.com

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