



How a ‘Managed IP Telephony Service’ Reduced Cost and Complexity at Otsuka Europe

Ali Khan, Head of IT-Europe at Otsuka Europe, needed to replace existing telephony structure with a more efficient, cost-effective managed telephony service that would save time and money.



Part of Otsuka Pharmaceutical group, one of Japan’s largest research-based healthcare companies, Otsuka Europe was established in 1998 to register and market the organisation’s products in key European markets. Otsuka Pharmaceutical develop world-class innovative treatments that improve health and well-being. The organisation remains at the forefront of pharmaceutical research by identifying and addressing unresolved medical conditions.

THE CHALLENGE

Otsuka Europe had outgrown their existing phone system, both in capacity and features. The system had no IP capabilities, flexible working features, or up-to-date applications.

They had a fragmented supplier network with multiple contracts for the different elements of their telephony - lines, calls, mobiles, internet and hardware.

This lack of integration added unnecessary complexity to all levels of servicing, support and payments.

So, when the PBX system’s lease was at the end of its term and the UK office was about to move premises, Ali Khan took the opportunity to instigate a review. He was looking for a new, efficient and expandable platform that could be standardised across Europe and could meet both local and international requirements.

After extensively researching the market, four leading suppliers

were shortlisted. Their brief was to consolidate Otsuka Europe’s telephony infrastructure, reduce costs and complexity. The challenge was

“We knew we were wasting time and money, so wanted to rectify the situation as quickly as possible.

I knew of DV02’s reputation as trusted telephony specialists, so called them in to see how they could help.”

to find a managed service for their telephony requirements that provided competitive market rates and an efficient, Europe-wide supported service.

THE SOLUTION

Working closely with Otsuka Europe, DV02 undertook a thorough analysis of the requirements. They investigated merging the various telephony components, as well as considering the future telephony requirements of the business, in particular, the increasing wireless capacity requirements of

handheld data devices.

With a full understanding of the issues, they created a bespoke support package, based around the new Mitel (formerly Aastra) MX-ONE telephony platform.

After careful assessment, Otsuka Europe selected the DV02 offering as the most cost-effective and appropriate solution for their business. The MX-ONE is a compact SIP-based communications system that offers excellent voice communications, combined with a variety of applications, to provide a complete range of Unified Communications and Mobility solutions.

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“DV02 provide exceptional service. They not only understand our business and the issues we face, but also go the extra mile to ensure issues are resolved promptly and professionally. I can highly recommend DV02 to any organisation looking for an expert telephony supplier”

Ali Khan, Head of IT-Europe, Otsuka Europe.

The new Managed IP Telephony solution provides a centralised managed infrastructure between the European Head Office and UK Office.

THE OUTCOME

Otsuka Europe now enjoy the economies of scale of a centralised telephony system that is competitively priced and has 24/7 support across their European operation.

The system will expand with the business and accommodate their future capacity requirements that the increased use of handheld devices will inevitably entail.

Importantly, Ali and his team now have one contact telephone number for all of their telephony queries - switch, telephony, mobile and data. This dedicated response function has made it easy to manage support requirements and eliminated the protracted issues of the past.

In addition, billing has been simplified by using a consolidated billing platform. DV02 re-negotiated and consolidated all of Otsuka’s telephony contracts, enabling them to provide a single invoice per month. This represented a big step forward in reducing complexity, measuring expenditure and the internal administration required to process invoices.

KEY BENEFITS

- Cost-effective, managed telephony solution.
- Trusted partnership with experts on call 24/7
- Single point of contact across all telephony, taking away the hassle of managing multiple suppliers.

DV02 - Trusted to Deliver Excellence

At DV02 we consult, design, implement and support industry leading Unified Communications, Contact Centre and Network Services that enable businesses, their people and their customers to collaborate effectively no matter where they are or what device they are using.

Remaining vendor independent, our knowledge of the communications environment has to be, and is, second to none. We understand the complexities of combining overlapping technologies, and together with a deep understanding of the crucial role that communication plays within your business, have developed the expertise needed to deliver value led tailor-made solutions.

Find out more

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