



Fast Moving Communications Growth

Forging Stronger Customer Relations through Unified Communications

CUSTOMER NAME: **Boyne Valley Group Ltd**
INDUSTRY: **Manufacturing**
LOCATION: **Drogheda, Ireland**
COMPANY SIZE: **300 employees**

Case Study



BUSINESS IMPACT

Benefits delivered by the Cisco Solution include:

- **Immediate telephony savings 5,500 euros per year**
- **Rapid integration of new employees, partners and customers**
- **Voice-activated order picking and wireless phones increase warehouse productivity**

BUSINESS CHALLENGE

Boyne Valley Group started life in Drogheda, Ireland in 1966, as a local honey retailer. Today it is one of Ireland's largest FMCG companies, manufacturing and distributing many household brands.

As the business expanded, so did the cost and complexity of its telephone system. It had dozens of extensions spread over several sites that all used expensive leased lines. Costs continued to spiral with every new business acquisition and increase in customer demand.

Michael Dalton, IT Manager for Boyne Valley Group, says, "Our telephone system was slow and we couldn't vouch for the call quality. It was costing us 5,500 euros in leased lines every year. And every time we wanted to add more extensions, we had to lease more lines."

In 2008, when the company identified a need for new warehousing facilities and improved logistics, Boyne Valley knew overhauling its communications infrastructure was essential.

SOLUTION AND RESULTS

Boyne Valley Group now uses Cisco's Unified Communications over a combination of high-speed fibre optic, gigabit Ethernet and leased lines to bring multiple sites together under one network.

- Cisco 1861 routers provide redundancy and protection from downtime.
- 110 Cisco IP phones and SIP call routing removes the need for leased lines.
- Power over Ethernet switches deliver low-maintenance connectivity to warehouses and administration areas.
- Voice traffic runs over a network subnet to protect call quality.
- Wireless RFID and voice-activated order picking has improved efficiency in the warehouse.
- Wireless telephones allow workers to move freely around the warehouse and be more contactable.

Thanks to Cisco's flexible network architecture, Boyne Valley is able to partition its network to give staff working at its remote sites separate voice access. There is also scope for Boyne Valley to set up separate data VPNs for customers and newly acquired businesses as required.

"We assessed four vendors but Cisco came out best for integration, scalability and redundancy. Being able to get someone up and running or relocate staff without having to reconfigure everything is a huge advantage. It's simplified my job tremendously and we're saving money as well."

Michael Dalton, IT Manager, Boyne Valley Group

Boyne Valley's network infrastructure and Cisco Unified Communications system was implemented by Datapac, a Cisco Gold Certified Partner.

For more details please visit www.cisco.com/uk/smb



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