

Building a Platform for Growth

Cisco Unified Communications helps Garcia Burr improve customer service and IT management, while lowering costs.

Customer Name: Garcia Burr Group

Industry: Construction

Location: Chile

Number of Employees: 85

Business Impact

- Increased productivity and better customer service
- Savings of approximately 7 percent on long distance telephony costs and improved IT management
- Easier access to information



Case Study

Business Challenge

Garcia Burr is a leading Chilean construction group. It is made up of three divisions: Comercial y Servicios Garcia Burr Ltda. imports construction machinery, GB Arriendos S.A. rents out machinery, while GB Ingeniería en Fijaciones S.A. sells fastening tools and construction systems.

The latter division has been responsible for driving most of the company's recent growth. Founded in 2003 with a single office, GB Ingeniería en Fijaciones S.A. now boasts a central headquarters and four regional branches.

However, this rapid growth began to expose the limitations of a fragmented IT estate with multiple infrastructures and outdated technologies. Aging analogue private branch exchange (PBX) telephony systems and restrictive point-to-point links between buildings had created a complex IT management model that was very expensive and no longer scalable. In addition, Garcia Burr wanted to consolidate its enterprise resource planning (ERP) and customer relationship management (CRM) systems, while also improving access for users.

The group decided to address these challenges by implementing a single IP platform capable of supporting voice, video, and data.

Solution and Results

After careful consideration, Garcia Burr chose the Cisco® Unified Communications 500 Series, an affordable, easy-to-manage communications system that supports between 8 and 104 users. In addition to combining voice, data, video, and wireless capabilities, the Cisco 500 Series:

- Supports a wide range of IP phone models
- Eliminates the need for multiple servers
- Integrates smoothly with existing applications and ERP systems
- Significantly boosts employee productivity.

The solution, implemented by NSP Chile, Cisco Premier Certified Partner, appealed to Garcia Burr because it was highly flexible and reasonably priced. The company also liked the idea of having a single cable for voice and data.

The group is already seeing tangible benefits from the new system. As well as creating space savings in the data center, the IT department can now manage all devices, services, and network configurations from a single location. The company is also routing calls across the corporate network instead of the public switched telephone network (PSTN), allowing it to save 7 percent per month on long distance calls.

Employees and customers are already noticing the difference. Incoming calls to the office can be easily forwarded to mobile phones. Fewer calls are dropped or missed. It's also much easier to transfer calls between sites. Bottlenecks to accessing the corporate ERP and CRM systems have been removed, allowing users to get instant access to the data they need, where and when they need it.

In addition, the Cisco Unified Communications platform can also be used to support on-premise video surveillance cameras.



"Cisco Unified Communications has completely transformed our business. It's allowed us to cut costs, improve productivity, and deliver a superior service to our customers. We're delighted with the results."

Juan Arroyo
Garcia Burr Group, IT Manager

For More Information

To find out more about Cisco Unified Communications 500 Series, please go [here](#) ●