

## Building More Collaborative Agricultural Cooperative

Spain's Valle del Jerte relies on Cisco Smart Business Communications System to save money and boost productivity.

EXECUTIVE SUMMARY
<p><b>Valle del Jerte Cooperative Association</b></p> <ul style="list-style-type: none"> <li>• Industry: Agriculture</li> <li>• Location: Cáceres, Spain</li> </ul>
<p><b>CHALLENGE</b></p> <ul style="list-style-type: none"> <li>• Deliver reliable, feature-rich voice and data communications to geographically dispersed cooperative members</li> </ul>
<p><b>RESULTS</b></p> <ul style="list-style-type: none"> <li>• Comprehensive communications solution enables Association to reduce costs with IP telephony, while enhancing employee productivity and mobility</li> </ul>
<p><b>SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Cisco Smart Business Communications System provides comprehensive voice and data infrastructure that lets employees access people and information anytime, anywhere, using variety of devices</li> </ul>

### Challenge

The Valle del Jerte Cooperative Association in northern Spain is a pioneer in distributing agricultural products throughout the European market. The Association includes 3500 members and more than 20,000 farms, and is focused on delivering the highest possible satisfaction to its global customers and end consumers.

To meet these objectives, the Valle del Jerte Cooperative has developed a centralized quality control system, featuring a tracking plan to determine the origin of agricultural products, as well as a complete record of any processes the products have gone through. The network-based system also provides up-to-date details on products' distribution and location. The Association also depends on an extensive environmental system designed to maximize quality and help control pollution.

Fast, reliable communication plays a critical role for Valle del Jerte.

Its members are geographically dispersed, and use a variety of different devices and tools to communicate with associates and business partners. However, limitations of the organization's phone and data networks were hampering communications. The result was delayed decisions, inefficient business processes, and reduced productivity.

Valle del Jerte needed a complete communications solution that could support a growing organization with secure, feature-rich voice and data applications. The solution would have to be easy to manage and use, yet flexible and cost-effective.

### Results

After exploring several options, Valle del Jerte deployed a Cisco® Smart Business Communications solution, which provides secure voice and data connectivity, as well as support for wireless, video, and desktop applications, all in a single, complete solution. The affordable, easy-to-manage solution lets the organization bring its employees together by enhancing collaboration and access to information, at any moment, from any place, using the tools that work best for them.

"Our new Cisco solution supports a variety of communication devices easily, quickly, and safely," says Manuel Goizueta Torres, Director-Manager of Valle del Jerte Cooperative Association SCL. "We can provide unified communications, connect SIP [Session Initiation Protocol] devices, sound amplification, automatic door phones, and more, anywhere in the company, using our network infrastructure. Thanks to IP telephony and our network infrastructure, employees at all our facilities can take advantage of instant access to the information they need."

The new communications solution has already produced several measurable business benefits for Valle del Jerte. Productivity has improved, because employees now have a reliable, feature-rich phone system that makes it easy for them to connect with customers and colleagues in real time. The result is faster decisions and improved

responsiveness and business agility. Communications costs have also decreased, because the organization can reduce toll charges by using its network to place calls between offices.

“The solution enables us to utilize IP telephony services, which produce substantial savings in our communications expenses,” says Torres.

Valle del Jerte has found that the Cisco solution not only saves money, but also provides a number of advanced messaging and call-handling features that were not available with its previous phone system. System configuration and management tools make the solution simple to set up and use, and intuitive, easy-to-use phones allow employees to take advantage of new features with minimal training.

“Small and medium-sized companies require technology that is easier to use than solutions employed by large corporations,” says Jesús Mansilla, manager at Cisco Spain. “They are also seeking to save money without sacrificing service quality. The Valle del Jerte solution is a clear example of how businesses can utilize information technology to boost productivity and reduce costs.”

## Solution

The foundation of the Valle del Jerte communications solution is the Cisco Unified Communications 560 Series, a key component of the Cisco Smart Business Communications System. This affordable unified communications appliance provides voice and data communications, voicemail, automated attendant, video, and security. At the same time, it integrates with the Association’s existing desktop applications, such as calendar, email, and customer relationship management (CRM) programs. Flexible and easy to use, the solution supports more than 100 users, and supports a wide array of IP phones, public switched telephone network (PSTN) interfaces, and Internet connectivity.

At the organization’s headquarters, Cisco Unified IP Phones 7900 Series offer clear sound quality and a rich combination of features, including multiple lines, call forwarding, call rollover, and audio conferencing. To handle incoming calls at its reception desk, Valle del Jerte uses a Cisco Unified IP Phone 7972G, configured as an operator terminal. This sophisticated phone includes programmable keys for fast call handling, enabling callers to reach the people they need fast. It enables employees at the Association’s geographically dispersed offices to stay connected, whether in the office or on the road.

Individual employees use Cisco SPA 500 Series IP Phones, which offer a variety of features to serve everyone from manufacturing floor staff and cubicle workers to executives and remote employees. These affordably priced, reliable, and stylish IP phones are intuitive and easy-to-use. They include an integrated Ethernet switch, and offer Power over Ethernet (PoE) for easy installation without additional wiring expenses. Built-in support for VoiceView Express lets employees browse, listen, send messages, and manage their voicemail messages from their Cisco IP phone display and soft key.

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– Manuel Goizueta Torres, Director-Manager of Valle del Jerte Cooperative Association SCL

To enhance employee mobility within the office, the Association uses the Cisco Unified Wireless IP Phone 7921G. One of the first IP telephones complying with the 802.11a standard, it lets employees roam around the office while

### PRODUCT LIST

#### Products

- Cisco Unified Communications 560
- Cisco 7972G Series Unified IP Phones
- Cisco 7921G Unified Wireless IP Phones
- Cisco 502G Series SPA Phones
- Cisco IP Communicator 7.0

staying connected to the Association's wireless LAN. Convenient features include dedicated mute and volume keys, as well as a separate application button that can support Push-to-Talk via Extensible Markup Language (XML). A combination charger and speakerphone stand provides enhanced functionality at the desktop.

To stay connected when traveling outside the office, mobile employees can use the Cisco IP Communicator soft phone application to place and receive voice and video calls using a laptop. Overall, the Cisco Smart Business Communications System provides a complete communications solution for Valle del Jerte, regardless of location.

### Next Steps

The new Cisco solution gives the Valle del Jerte a robust communications foundation to support a growing array of communications applications. Flexible and scalable, the solution can easily evolve to support the Association's changing needs. For example, the organization is considering expanding its system by adding VoIP phone extensions for additional cooperatives, for improved communications management, and more efficient business processes.

The Association can also extend mobile communications support to its commercial branches and agents, using the public network for additional cost savings. With its scalable solution in place, Valle del Jerte is fully prepared to support its members, and the consumers they serve, well into the future.

### For More Information

To learn more about the Cisco solution, visit <http://www.cisco.com/smallbusiness> or contact your authorized Cisco salesperson.



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