



Riba Rent installs new powerful network as basis for automation

After an analysis by IT partner Data Support, Riba Rent decided to replace the entire IT and telephony infrastructure by Cisco technology.

Case Study

COMPANY

Riba Rent leases and sells industrial and construction machines, garden tools, concrete pumps and party material. Riba Rent, a 100% subsidiary of Demeter Invest, has 3 sites, 55 employees and an EUR 11 million turnover.

LOCATION: BELGIUM

ADVANTAGES

- No more telephone charges between sites
- Simplified invoicing thanks to centralised administration
- Convergence of voice and data networks brings down cost of maintenance
- IP infrastructure allows innovative scanning system and video surveillance



CHALLENGE

Demeter Invest analysed Riba Rent's IT systems in 2007 when it took over the company. The ADSL connection regularly failed and the telephone exchange was due for replacement as well. The decision was made to replace the basic infrastructure and the telephony.

SOLUTION

Data Support provided a converged IP network which allows both data and voice traffic, and in the future also video transport. The Cisco Select Partner installed four Cisco Catalyst 3560 switches with Power over Ethernet for this, plus Cisco's much praised and successful 2851 Integrated Services Router as well as nine antennas for wireless network access. Riba Rent now has about 40 fixed and wireless Cisco IP telephones for all telephone traffic.

"Only Cisco was able to guarantee telephony, data and video over the same network. Traditional telephony specialists even gave us the impression that it would not be possible", says Luc Jacobs, CFO of Riba Rent. "Thanks to Power over Ethernet we saved on mains adapters and

miles of cabling. And we got rid of all our ISDN and other analogue lines and replaced it by one PRA line. The cost price went down and we had more capacity: we are now able to divide up to a 100 numbers among our employees. Also, we no longer needed to provide a separate DECT installation which allowed us to save on infrastructure costs."

The warehouse staff was given wireless devices, making them more mobile and accessible. Riba Rent wanted to further reduce mobile phone traffic. In the future Riba Rent also wants to send data traffic of video surveillance and scan systems over the new network.

ADVANTAGES

Customers no longer need to commute between warehouse and offices to rent machines. The wireless telephones have greatly improved the communication between the sales department and the warehouse. In the past warehouse staff used to be occasionally called on their mobiles but no call forwarding was possible, among other things. Riba Rent also installed softphones for laptop users. Jacobs: "With an Internet connection and the

"You get the highest return from future oriented investments. It's pointless to expand a little and to hit a ceiling again two years later." Luc Jacobs, CFO Riba Rent

softphone I am accessible anywhere in the world in the same way as if I were at the office!"

To improve the warehouse and stock management, Riba Rent was thinking of a system with scanners. CFO Luc Jacobs: "We want to automate as much as possible, because it is the only way to save time, make less mistakes and improve monitoring. And a powerful network is the foundation of all this."

PARTNER PROFILE

Data Support delivers hardware and software services to SMEs. The service provider used Riba Rent's IP telephony installation to certify itself as Cisco Select Partner. "Riba Rent started from scratch again, but the TCO of telephony and IT is many times lower now", says General Manager Filip Fransen. "Riba Rent will do well thank to this vision ."