



Abet Laminati: IP Communications benefits take shape

Abet Laminati, a leading company for high pressure decorating laminates production, renews its ICT architecture to optimise communication with its branch offices

- **Abet Laminati, a large manufacturing company, chose Cisco Systems for its new network infrastructure.**
- **The project was co-ordinated by IBM, who provided a Cisco Systems IP Communications solution. The flexibility and scalability of the solution was ideal for Abet Laminati.**
- **Interconnecting the large number of branch offices in a single multiservice network was one of the main objectives.**
- **Abet Laminati now has an IT infrastructure characterised by outstanding performance and low costs.**



In order to optimise management and production services large companies must be able to improve communication between head office and their branches, in particular when their structure is located at national and international level. To offer an efficient service to employees and freelancers, a timely and efficient data exchange is essential. The most innovative companies clearly understand how communication between sites can be improved through a solution that offers reliability, flexibility, management cost reduction and guaranteed return on investment. That is why Cisco Systems IP Communications solutions were adopted in large and small companies working in economic sectors: IT and top level managers confirm that multiservice networks enabling voice and data transmission in a single network are highly appreciated. Abet Laminati is a manufacturing company consisting of several controlled companies, branch offices and representative offices spread all over the world. The company started its activity during the '60s and went on developing its technological research and cooperation with the design sector thus becoming the leading company for high pressure decorating laminates production.



That is why Abet Laminati decided to ask Cisco Systems, the leading networking company, to interconnect its branch offices located around the country to the head office in Bra through the innovative IP Communications technology.

Several offices, one solution

Pier Domenico Tuninetti, from IT Management staff of Abet Laminati, states the reasons why this large company chose Cisco Systems IP-based solutions: *“The whole ICT architecture was obsolete and could not meet the requirements of an international structure like ours. Abet Laminati has several branches spread all over the country: that is why communication costs were extremely high and the performance did not always meet our needs. We also needed to centralise all group activities in the head office; we were sure that the evolution of networking technologies could provide a solution which would guarantee high performances, flexibility, cost reduction and greater integration levels for all interconnected users”*.

Great technology for great companies

IBM, Cisco Systems partner, proposed the implementation of Cisco Systems IP Communications solution and supervised all development phases: *“The project included the deployment of infrastructures through the elimination of traditional telephone switchboards (PBX) and the interconnection of branch offices in a geographic network”*, explains **Mario Memeo** from IBM. *“The first phase concerned the head office and 7 important branch offices. After cabling was carried out, network devices were implemented and Cisco 3524-PWR switches were installed in the branch offices. Subsequently a Cisco 3725 router with primary functions and a Cisco 2651XM router for backup activities were installed in the head office in Bra”*. Cisco IP Phones were provided for all users: Cisco 7940G model for standard workstations, as it integrates a 2-ports switch so that it can be connected to the network plug used for other peripherals, and the Cisco 7960G model for the operator. Thanks to this architecture the main objective, that is the replacement of old switchboards, was achieved. *“Cisco CallManager Express, the software with a suite of integrated voice applications that takes on the function of a switchboard, was implemented in all branch offices; it is a version of Cisco*

CallManager optimised for networks with a small number of users which still supports several optional services already available or to be programmed through an easy application”. The possibility for third parties to develop these applications demonstrates how “open” Cisco Systems solutions are and enables companies to take advantage of services that traditional infrastructures can not so readily provide.

Smooth migration

Such a wide-reaching project, involving the structure of a large company, obviously requires gradual implementation. One of the most important features of Cisco Systems IP Communications solution is the guaranteed low risk migration from the existing infrastructure. Abet Laminati had the possibility to replace its IT equipment according to its requirements in terms of time and modality, while adopting a scalable solution that will satisfy the company changing needs in the future. Pier Domenico Tuninetti points out that existing analogue devices did not need to be completely replaced: thanks to Cisco ATA-186 adaptors old analogue phones and third party faxes could be integrated into the new Cisco Systems IP network where needed.

Another reason why Abet Laminati chose Cisco: *“We had been using Cisco Systems products for a long time and we have always been pleased with them; we chose their products because in our opinion Cisco Systems is the leading company for IP Telephony and internetworking in general. Abet Laminati has branch offices all over the world: if we decided to create a uniform communication infrastructure at a global level, we would have no problems in proposing Cisco Systems technologies to our international colleagues”*. The next objective is to extend IP Communications to the remaining





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Pier Domenico Tuninetti, IT Management staff

branch offices in Italy: once the “branch office” phase has been finalised, IP Communications will be extended to four production plants.

Pier Domenico Tuninetti also supports the choice from the users point of view: *“Cisco Systems implemented many functions to add features to IP Phones. Despite the several sophisticated*

features available, IP Communications devices are user-friendly”.

The reduction of administration costs both in the short and long term due to the creation of a single cabled network, and the reduction of communication costs, that in a decentralised always represent a significant share of the company budget support Abet Laminati’s decision to deploy Cisco IP Telephony.

For further information

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<http://www.cisco.com>

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<http://www.abet-laminati.it>

IP Communications:

<http://www.cisco.com/go/ipcommunications>



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