EXECUTIVE SUMMARY

Customer
“Valle del Jerte” Cooperative Association

Sector
Industry

Location
Cáceres (Spain)

Challenge
- Innovative and efficient business response to the need to replace the company’s previous communications model

Technological Solution
- Unified Communication Platform 560
- Cisco Smart Business Communication System (SBCS)
- Cisco Unified Wireless IP Phone Systems

Benefits
- Productivity improvement
- Unit cost reduction
- High network availability guaranteeing communications in real time

The “Valle del Jerte” Cooperative Association incorporates a Unified Communications System developed by Cisco, as an innovative and efficient business response to the need to replace the communications model the company had.

The “Valle del Jerte” Cooperative Association is a 2nd degree cooperative, consisting of 16 associated cooperatives, all of which are located in Valle del Jerte, north of the province of Cáceres (Spain). The Association, formed as inter-cooperative association at the beginning of the sixties, has vast experience, and it is considered to be a pioneer in the agricultural associationism in Extremadura. It commercializes all the agricultural products of its members and associated entities, among which the cherry stands out, whose average harvest is around 15,000 Tm. This product concentrates the largest offer in the European market. It has about 3,500 agricultural members, who have more than 20,000 farms, and their activities are aimed to offer the best level of satisfaction to their customers and the final consumers.
Commercial Challenge

The Association has developed a traceability plan in order to determine the origin of the products, history of the processes that the product has gone through, distribution, and location. Likewise, it has a central quality and environmental system, whose main objective is global and balanced customer satisfaction, offering safe and legal products, with the utmost quality and commitment to continuous improvement and pollution prevention.

The limitations of the previous communication structure were causing inefficiencies in the communication processes, resulting in delays in decision making, slowing down the business process, and reducing productivity.

Cisco’s Unified Communications that are currently implemented have created a new manner of communication that brings people even closer, providing mobility to the company, establishing an ubiquitous security, and favoring the constant availability of the information, at any moment and from any place.

“This new communication system allows the installation of any communication device easily, quickly, and safely. We can provide unified communications, connect SIP devices, sound amplification, automatic door phones, etc., at any place in the company with network infrastructure. We have instant communications. Thanks to the IP telephony and our network infrastructure, all our facilities have access to the information. The world is open to the IP telephony, contracting telephony services with IP suppliers, with the consequent savings in our telephony bills.”

Manuel Goizueta Torres. Director-Manager of Valle del Jerte Cooperative Association SCL.
Current scenario in the Valle del Jerte Cooperative Association

Description of the Technical Solution

In order to comply with the expectations of the Cooperative Association and to meet its needs, both Alteda and Cisco agreed that the best option was based on the implementation of a 560 Unified Communications Platform (UC560-T1E1-K9) for 16 users, as the central part of the Cisco Smart Business Communications System (SBCS), a reasonable unified communication device, which provides voice and data communications functionalities, voice mail, automatic answering system, video, security, and wireless technology, while at the same time integrating existing desktop applications such as calendar programs, e-mail, and customer relationship management (CRM). This easy-to-manage platform admits up to 104 IP telephones with voice mail, and provides flexible implementation options based on the needs: a wide range of IP telephones, public switched telephone network interfaces (PSTN), and Internet connectivity.

Equipped as an Operator Terminal, the 7972G IP Phone model with programmable keys guarantees a wide interoperability with the IP voice equipment (VoIP). Features such as mobility and easy usability (through geographically scattered locations) are just some of the many advantages of the 7972G.

The Cisco SPA 502G has been used as a user’s terminal. It supports multiple VoIP protocols, has an integrated Ethernet switch, and allows PoE supply (Power One Ethernet), in addition to interphone, speaker, voice mail capacity, caller ID, and automatic redialing.

The last terminal provided in the solution is the Cisco Unified Wireless IP Phone 7921G. It improves the voice communications in the company’s wireless LAN, and it supports the 802.11 a/b/g standards. This telephone supplements the Cisco Unified Wireless IP Phone 7920. One of the first IP telephones complying with the 802.11a standard, it offers keys for the silence and volume function, and applications such as “push to talk”, or a connection / load station with integrated speaker. The device allows mobility to the users by using voice over the wireless LAN.
Key Functions and Advantages of the New SBCS System

- All-in-one solution based on IP, designed for companies trying to increase the productivity of their employees, and reduce their communications costs.

- Flexible implementation options for advanced call processing.

- Automatic answering machine and voice messages with all the functions that help to improve communication among employees and with the customers.

- Easy access to voice mail messages from any telephone, from the IP VoicesView Express telephone screen application, or through Microsoft Outlook, or Outlook Express.

- Wide range of IP telephones, among which are the Cisco SPA 500 or Cisco Unified 7900 series.

- Softphone Cisco IP Communicator, which allows employees that are travelling or working from home to be in communication using any pc with Windows.

- Videotelephony, which is as simple as making a voice call, with a Cisco USB videocamera connected to any telephone from the 7900 series, or to the IP Communicator telephone software.

- Connectivity with the telephone line through analog lines (FXO), or BRI or T1/E1/PRI digital links, which allows adding trunk links as the company grows.

- Four analog telephone connections (FXS) in order to use traditional analog faxes or telephones.

Project Results

Thanks to the new communication system, the Valle del Jerte Cooperative Association will significantly improve in three main lines:

- Productivity improvement
- Unit cost reduction
- High availability of the network, guaranteeing communications in real time.

The system was completely implemented in April, 2010.

In comparison to large corporations, the small and medium companies require more easy-to-use technological solutions, which also imply important cost savings without sacrificing lower service quality as regards solutions for large companies. The project carried out by the Cooperative is a clear example of how technology becomes a tool to serve the business, contributing to cost reduction and productivity increases.

*Jesús Mansilla, Cisco España Company Manager*
Next Steps

This new communication structure lays the foundations of a new work model in the Valle del Jerte Cooperative Association. The flexibility of the implemented system will permit supporting and adapting to the future needs of the Association’s users. The following stand out among the many functionalities the solution offers:

- Enable VoIP extensions to the Cooperative members in their exploitations, making their data connections profitable and allowing improved management of their communications, integrating them in their business processes.

- Recording processes of data transmission of delivery notes and quality questionnaires through Java development, integrated with the voice terminals and the Association’s ERP.

- Integration of Mobile Communications with Commercial Branches and Agents, creating a new cost savings policy for call traffic in the public network.

List of products

- Cisco Communications Infrastructure
  • Unified Communications Platform 560 ref, UC560-T1E1-K9. UC System 4FXO, 1T1/E1, 1VIC E. Primary Interface

- IP Terminals
  • Switchboard. 7972G + 2x7915 expansion modules
  • Users. SPA 502G. 60 Units
  • 7921G ETSI Wireless Telephone

- Software (Programs and Licenses)
  • Electronic delivery license for users. L-UC-PRO-8U
  • IP Comunicator 7.0

- SIP Cyberdata Speaker System

For more information:

More information about Cisco solutions at: www.cisco.com

More information about Cisco products and services at: www.cisco.es/empresas

More information about Alteda at: www.alteda.com