

## Midland Telecom peps up Bob Martin's telephony with Unified Communications

# Bob Martin<sup>®</sup>



Bob Martin

### The Customer

Bob Martin is the UK's leading brand name for pet healthcare. The company was founded in 1982 and today sells across Europe and worldwide.

The company's brand has grown from a vitamin supplement range for dogs and cats including many different products to rid pets of ticks and fleas.

Bob Martins remains an independent, privately owned business and the main head office is in the South West England.

### Their Needs

Bob Martin had 4 sites, located in Somerset, Cardiff, South Africa and Germany, working autonomously with different phone systems and suppliers.

The company was seeking a single supplier, single vendor that could provide a seamless VOIP solution between their 4 existing sites.

Bob Martin needed a solution that unified fax, email and voicemail all into Outlook, and one that linked seamlessly to their Outlook calendars.

### The Solution

After demonstrating the Unified Communications capabilities, the company chose both the Siemens and Midland Telecom over the other courters from Avaya, BT Mitel and Panasonic.

**“Midland Telecom facilitated the operations deploying to both Germany and South Africa.”**

Bob Martin IT team

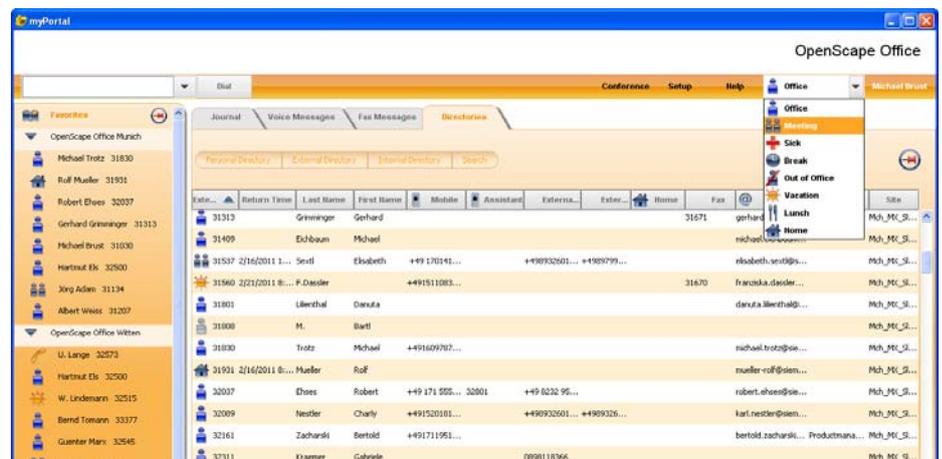
## Implementation

Midland Telecom provided a 4 site Siemens Openscape MX IP solution totaling 120 extensions, networked over their existing WAN to the international operation, and completed the deployment of this within 6 weeks of agreeing terms.

Openscape UC solution exceeded all the company's requirements increasing the efficiency and the productivity of the business. The Siemens solution's revelation was letting the company see the status of all users in all sites at a glance.

## Key Benefits

- ✓ A single supplier
- ✓ Unified solution for 4 different sites
- ✓ Support a global level



## Partnering with Midland Telecom

Bob Martins IT team stated **“Midland Telecom demonstrated that they had the professionalism, expertise and skill sets to deploy this outstanding Unified Communications package to our Global operation. Midland Telecom made this daunting project a reality with very little fuss.”**