

Kitchen Craft deploy Unified Communications from Midland Telecom and reap Awards



Kitchen Craft

The Customer

Celebrating its 160th anniversary in 2010, Kitchen Craft is one of the UK's leading kitchenware companies supplying a wide choice of nearly 3,000 items.

A family business, Kitchen Craft was established in 1850 by Thomas Plant as a manufacturer and wholesaler of ironmongery and household products.

The company is today still owned and managed by direct descendents of the founder and whilst the essence of the original business is maintained.

Their Needs

Kitchen Craft supplies to leading department stores, mail order companies, cook shops, china and glass specialist both in UK and internationally.

In November 2010, continued growth in demand and necessary expansion saw Kitchen Craft relocate to new offices in Garretts Green in Birmingham.

This move, and concerns over service levels from their incumbent telephony supplier prompted a search for a new telephone system.

The Solution

Kitchen Craft purchased a Siemens HiPath 3800 Unified Communication solution.

“Kitchen Craft signed up for Midland Telecom’s discounted Lines and Calls packages as well.”

Implementation

The solution provided by Midland Telecom consisted of Siemens HiPath 3800, OpenScape Office HX Unified Communications Suite and an integrated DECT mobility solution to help people communicate when moving around the site.

In Kitchen Craft, Midland Telecom was able to re-use elements of the older Siemens system which kept project cost down.

Key Benefits

- ✓ Integrated DECT Cordless Handset
- ✓ Re using of the existing Siemens hardware
- ✓ Reliable single supplier



Partnering with Midland Telecom

Kitchen Craft are delighted with their decision to choose Midland Telecom as their supplier with the Siemens Unified Communication solution. Future plans include the option to extend the solution into another satellite location via broadband data link.