

Advanced Telecoms at Advanced Manufacturing Hub



The Customer

Guhring is a German-owned manufacturer that supplies high quality, advanced design cutting tools for all kinds of manufacturing businesses. With over 30,000 standard products, including drills, taps, end mills and tool holders, Guhring is recognised worldwide for excellent quality, precision manufacturing and outstanding tool performance. The opening of the new headquarters saw Birmingham-based Guhring create 50 new jobs and

safeguard a further 75. The firm is now planning to double in size to further expand both its manufacturing, re-grinding and R&D within its first five years at the new site.

Their Needs

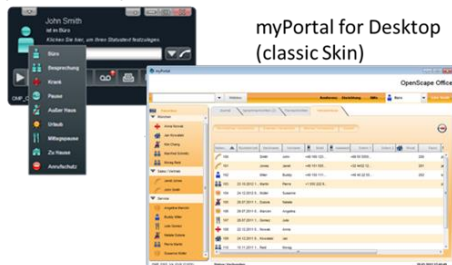
Already a customer of Midland Telecom for many years, Guhring contacted us for support and advice during the **move to their new premises** in the Aston Hub. The Unify Telephone System installed by Midland Telecom

in 2010 was still in optimal condition and working well. The requirements were to future proof both the IT & Telecoms allowing for future expansions whilst also ensuring the move from 2 Sites into 1 was completed as smoothly as possible avoiding any significant downtime. Guhring also operated Leased Line Internet Connections that required upgrading with resilience adding.

The Solution

The solution provided by Midland Telecom consisted of an **upgrade from a Unify Openoffice MX to an Openscape Business X5** with a **Conversion to SIP Trunks**. After searching the market place and discussing requirements with both New & Existing Providers Guhring made the choice to take this opportunity to transfer and expand their Leased Line Internet Services with Midland Telecom. This allowed a more sufficient Project Management and ensured moving forward there was a Single Point of Contact for anything related to Voice or Data Connectivity.

myPortal for Desktop
(modern Skin)



myPortal for Desktop
(classic Skin)

The Unify System Upgrade expanded the integration of Unified Communications (Unify myPortal Software)

with SIP playing a very important part in **Disaster Recovery** and Failover Plans (which little did anyone know was going to be tested not long after completion!). Whilst **Leased Line Upgrades** ensured HD Voice Quality and Quality of Service for all Voice & Data Services with a Comprehensive Service Level Agreement (SLA) ensuring Guhring are never without a connection. Being part of a Multi-National Company, services such as Video Conferencing and Remote Desktop Sharing are only going to increase and the 2x 100MB Connections deployed will ensure there will never be any application too advanced to utilise.

Implementation

Working over the Easter Weekend, Midland Telecom Technicians with assistance from Guhring Staff; transferred the Businesses voice services and telephone equipment to the new premises without any disruption to manufacturing or administration. Prior to the final stage of moving, all SIP and Leased Line Internet

services had already been Installed, Tested & Configured and Guhring's staff had been fully trained on the new Unified Communication telephony functions of MyPortal, the Unify Application for Desktop or Outlook Integration that provides access to all UC Suite functions of OpenScape Business.

Key benefits

- ✓ Private Uncontended Fibre Internet Access up to 100Mb.
- ✓ Unify OpenScape Office System providing full Unified Communication functionality.
- ✓ Full IP System allowing Simple Moves & Changes.
- ✓ SIP Trunks providing Cost Savings with Quick and Automatic Disaster Recovery/Failover.
- ✓ Increases Business Productivity.
- ✓ Single Point of Contact for all support.
- ✓ Direct Line to a Dedicated Account Manager.

Midland telecom gives me the confidence that our phone system and internet will always work for us from now until the future.

Chris Weston, Production Manager at Guhring

GUHRING