

CASE
STUDY



A robust IP telecommunications platform and a unique dual-mode mobility solution help to increase productivity and sales for a busy Chicago produce company

Challenge	Solution
<p>Produce distributor Anthony Marano Company wanted a dual-mode (cellular and wireless) voice solution that would enable its mobile sales force to answer customer calls anywhere inside and outside of the company's 460,000 square foot warehouse. The steel and reinforced concrete structure required for refrigeration prevents inside cellular coverage.</p> <p>The company's success is built on its ability to deliver fresh fruit and vegetables to its customers the same day orders are placed. Because of the speed and level of customer interaction required, voicemail is not a good option. The sales team needs to be able to talk to customers at the moment the call arrives, and needs to be able to transfer calls smoothly from one produce department to another. Sales people also function as buyers, requiring additional calls to and from the produce suppliers.</p>	<p>Anthony Marano Company leveraged its existing telecommunications platform, consisting of Avaya Communication Manager and S8710 redundant server, by interfacing the Avaya equipment with an enterprise mobility solution from Agito Networks, called the RoamAnywhere Mobility Router. Agito's RoamAnywhere is installed in the warehouse data center. It extends the PBX to the dual-mode cellular phones used by the company's highly mobile sales team. Staff and administration are equipped with Avaya 1616 IP desk sets.</p>
Value Created	
<ul style="list-style-type: none"> • Improved sales productivity and ability to place a large number of orders – up to 3,000 each day • Annual sales growth of 15 percent without any increases in the size of the sales staff • Reduced phone maintenance and IT support costs • A simplified endpoint configuration, saving IT staff time • Ability to transfer calls easily, enhancing customer service • Individual directories maintained centrally • Scalability that enables widespread use of the dual-mode solution • Improved customer retention – if called orders land in voicemail, the customer typically does not wait for a returned call and contacts a competitor to complete their order • Ability to leverage existing investment in communications equipment, while implementing leading-edge technology 	

CHICAGO, Illinois – Anthony Marano Company is a major Midwest fresh produce distributor, receiving and shipping truckloads, crates, and pallets of fresh lettuce, tomatoes, broccoli, strawberries – more than 1,400 varieties of fruits and vegetables, seven days a week. Providing same-day delivery to institutions, restaurants, and grocery stores, its sales specialists need to be accessible while they are on the warehouse floor or on the shipping docks, checking shipments as they arrive, evaluating produce quality. The company fills and ships approximately 3,000 orders per day.

Christopher Nowak, Chief Technical Officer, explained, "We have eight sales departments specializing in different

types of product. Our salespeople are usually either on the warehouse floor or outside the building on the receiving and shipping docks, examining the newly arrived produce and checking outgoing shipments to ensure that orders are filled correctly. Most of our customers place orders for several different types of fruits and vegetables at a time, so our salespeople transfer calls from department to department to complete a customer's order. The salespeople also function as buyers, and this role increases the number of phone calls they need to manage every day."

The Anthony Marano Company needed a mobility solution that would provide the company's highly mobile sales force

with continuous dual-mode connectivity anywhere inside and outside its 460,000 square foot refrigerated produce warehouse. Cellular phones alone were inadequate because the building's double-walled concrete insulated construction blocks cellular signals. Similarly, in-house wireless devices alone could not do the whole job because of the time that agents spend outside. Having customers leave voicemails has never been a good option, because a customer who cannot speak to an agent immediately may go elsewhere; and for a company that relies on speed and top-notch customer service, missed calls can mean a significant loss of revenue.

Leveraging the value of an Avaya IP network platform with a new mobility appliance from Agito Networks

A long-time Avaya customer, Anthony Marano Company utilizes VoIP technology with Avaya Communication Manager, an Avaya S8710 server, and Avaya 1616 IP handsets for desktop use. (Part of the current solution involved the evolution of a traditional Avaya DEFINITY system.) Pleased with Avaya's quality, reliability, and support, the company wanted to leverage its existing investment toward the newest technologies in dual-mode communications devices that would enable agents to use one mobile phone both inside and outside the building.

"We don't want our people to carry around two phones. That's just not practical in our high-speed environment," Nowak commented. *"For the convenience of our sales staff, as well as to manage IT support and maintenance costs, we needed a technology where you have a single device that can handle both in-building wireless transmission and cellular calls outdoors."*

The company tested products from several vendors, but there were drawbacks to every system they tried. Either the switching between Wi-Fi and cellular was unreliable and too slow – in one case as long as 20 seconds – or call quality was not acceptable, or handset functionality was limited.

Thanks to Avaya's open architecture, Anthony Marano was able to combine its existing Avaya solution and infrastructure with a leading-edge networking appliance from Agito Networks, Inc., the RoamAnywhere™ Mobility Router™. Agito Networks is an Avaya Authorized Gold DevConnect Partner, certified to develop applications that interface with an Avaya IP network platform.

The award-winning RoamAnywhere provides a business mobile convergence platform that uses RF-based, location-aware technologies to reliably mobilize voice and data applications over 802.11 wireless LANs. Agnostic to mobile

carriers, it works with any service provider technology. Interfacing with Avaya PBX solutions and wireless LANs from Meru and other vendors, the RoamAnywhere fuses 802.11 wireless LANs, enterprise IP telephony, and cellular networks. Its patent-pending technology ensures that in-building calls stay on the enterprise wireless LAN (using VoWLAN). This reduces cellular expenses and eliminates dropped or poor-quality calls, which can increase end user productivity.

This solution, combining Avaya and Agito Networks technology, brings:

- PBX functionality to the mobile handsets of users on the go
- Seamless and rapid automatic switching between the PBX and cellular network
- Complete mobile coverage, inside and outside the warehouse.

The Agito Networks RoamAnywhere Mobility Router solves the technical problem of how to move seamlessly between cellular and Wi-Fi. It automatically switches calls at sub-100ms speeds for seamless switching using three types of metrics:

- proactive metrics switch calls based on location;
- policy-based metrics switch calls based on customizable policies, such as cost, time-of-day, and handset battery life;
- reactive metrics switch calls based on signal strength, packet loss, and quality.

Bringing PBX functionality, directories, and customer calls to the mobile handset

By bringing full PBX functionality to the mobile handset, the Agito solution enables Anthony Marano Company's customers to reach their salesperson by dialing direct. The salesperson can easily establish a three-way call, or can transfer the call to another department.

"We've always looked for technology where you have a single mobile device that provides in-building communications with a fast PBX, while also providing cellular connectivity while outdoors. With the Agito appliance working with our Avaya system, we now have that solution," said Anthony Marano's Nowak. *"We're now able to take full advantage of smartphones. One of our favorite pieces of the functionality is that our sales team can transfer a call even when they are off site."*

Native integration through Avaya and Agito with ActiveDirectory and LDAP services saves IT staff the time of configuring user accounts. Moreover, the PBX is integrated with a Microsoft Exchange server. As a result, Anthony Marano's salespeople do not need to create or carry around individual directories on their mobile handsets. The Agito

We're using leading-edge technology because we find a real benefit for it in our business. Our Avaya PBX and call server coupled with the Agito-enabled smartphones help us keep ahead of our customers' expectations for service, and ahead of our competition, with little if any increase in IT support overhead.

— Christopher Nowak, Chief Technical Officer, Anthony Marano Company

solution provides access to the Exchange server wherever the salespeople work, enhancing the convenience of dialing and being accessible anywhere. In the event a mobile phone is lost or damaged, there is no need for staff to recreate the directories on the replacement handset; they simply access the Exchange server.

"We've done a lot of what we call 'abstraction' of desk phone functionality that we present down to the mobile devices," explained Mark Cashman, Vice President of Business Development at Agito. "Mobile devices from different manufacturers use different operating systems and have different interfaces. With Agito's technology, the user experience is the same, no matter what device he or she is making a call with. As a result, Agito can bring call transfer, mute, and other functions to any device, including Symbian or Windows Mobile devices. We've designed this abstraction with the IT administration in mind as well, so when setting up or configuring a handset in our system, the administrator does not need to understand device-specific attributes or functionality. Our software handles that transparently, behind the scenes."

The Agito solution is suitable for a wide range of enterprises, because it is scalable from tens up through thousands of endpoints. *"We've done that because our solution sits in the control path, not in the media path, so it is easier to scale. Media flows from point to point, from the calling party to the person receiving the call,"* said Cashman.

Agito augments the functionality already available from Avaya. For example, Agito uses the directories and groups that the enterprise has already created in order to provide call detail reporting. *"We capture Wi-Fi and cellular minutes in a report that shows the split usage, as well as the percentage of business and personal calls. With this data, a company can reimburse the employee for the business percentage only, reducing expenses,"* said Cashman. *"That's an example of information that can't be captured on a PBX alone."*

Avaya open standards design adds value and increases productivity

The combined Avaya and Agito solution for Anthony Marano leverages the robust capabilities of the produce distributor's existing Avaya system. Avaya Communication Manager, the Avaya S8710 redundant server, and Avaya 1616 handsets with expansion modules were coupled with the Agito Networks RoamAnywhere solution and Nokia E51 and E61 Series dual-mode smartphones. Also incorporated was the Meru Networks wireless LAN that was already installed in the warehouse.

The Avaya S8710 server is a high-capacity, scalable call server that can be configured to support a fully redundant network. The configuration at Anthony Marano includes dual power connections, helping to maintain communications even in the event of a storm or other natural or man-made disaster. The server is standards based, supporting the majority of industry standard APIs and protocols, which enables it to integrate with the Agito Networks appliance for a complete solution.

The Avaya 1616 handset is an IP desktop handset. Anthony Marano has enhanced the phone functionality by equipping it with an expansion module, providing a total of 48 speed-dial buttons. The company color codes these buttons for quick dialing of each salesperson. The colors often match the color of the fruit or vegetable the salesperson specializes in, to enhance ease of dialing. The phone has a display with a context-sensitive user interface and caller ID information. These phones supplement the wireless phones that the salespeople carry, and are used by its desk-bound staff as well as its salespeople when they need to sit at a desk to complete paperwork.

This solution is helping Anthony Marano achieve annual sales growth of 15 percent without increasing its sales staff. The Avaya and Agito solution has enabled the salespeople to answer more incoming calls, thereby increasing the number of orders they take. The solution increases sales productivity and effectiveness, as each salesperson can walk out of the building to see a newly arrived shipment and accurately describe the quality to the customer, without needing to put the customer on hold or call back.

“Our sales path requires us to be phone mavens,” Nowak concluded. “We’re using leading-edge technology because we find a real benefit for it in our business. Our Avaya PBX and call server coupled with the Agito-enabled smartphones help us keep ahead of our customers’ expectations for service, and ahead of our competition, with little if any increase in IT support overhead.”

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at www.avaya.com.

ABOUT ANTHONY MARANO COMPANY

Anthony Marano Company is a leading produce distributor serving the entire Midwest. A family owned and run business founded in Chicago in 1950, Anthony Marano fulfills thousands of orders each day from its 460,000 square foot warehouse. The company invests in leading-edge technology to maintain a competitive edge in customer service.

ABOUT AGITO NETWORKS, INC.

Avaya DevConnect Gold partner Agito Networks, Inc. is the award-winning technology leader in the enterprise mobility space. The RoamAnywhere™ Mobility Router™ is an innovative enterprise fixed mobile convergence (eFMC) platform enabling enterprises to extend voice and Unified Communications to cell phones. RoamAnywhere is the first and only network appliance that fuses enterprise wireless LANs, carrier cellular networks, IP telephony, and location technology to mobilize voice and data applications, while remaining agnostic to customers’ choices of carrier and equipment vendors. Agito Networks is headquartered in Santa Clara, CA. For more information, visit the Agito Networks Web site: www.agitonetworks.com.

ABOUT AVAYA

Avaya delivers Intelligent Communications solutions that help companies transform their businesses to achieve marketplace advantage. More than 1 million businesses worldwide, including more than 90 percent of the FORTUNE 500®, use Avaya solutions for IP Telephony, Unified Communications, Contact Centers and Communications Enabled Business Processes. Avaya Global Services provides comprehensive service and support for companies, small to large. For more information visit the Avaya Web site: <http://www.avaya.com>.

Applications and Systems	Services
Avaya Communication Manager Avaya S8710 server with redundancy Avaya 1616 IP desk sets Agito Networks RoamAnywhere™ Mobility Router™	Avaya Premier Services Agreement

All statements in this Case Study were made by Christopher Nowak, Chief Technology Officer, Anthony Marano Company; and Mark Cashman, VP of Business Development, Agito Networks, Inc.

