



## Ampacet

**We were extremely impressed by the demo of the Avaya solution conducted by an Avaya BusinessPartner, which allowed us to witness firsthand how the features worked and how we could use them to improve communications between our locations.**

— Pilar Maidana, Systems Manager  
— South America



Ampacet is the world's leading volume provider of color and additive masterbatch solutions. Since 1937, the company has delivered consistent, high quality products and services. Today, the company sells its products in more than 80 countries; has more than 17 plants and research and development (R&D) centers; and is approaching production of 900 million pounds annually of color and additive masterbatches. Ampacet's lines of color and additive masterbatches are used in virtually every major plastic process such as blown and cast films; blown molding; injection molding; extrusion coating; wire and cable; pipe and conduit; and others. In June 2006, the company moved its South American headquarters from Tortuguitas to San Isidro in the Buenos Aires province of Argentina. Many of the company's operations remain in Tortuguitas, including operations, technical services, laboratories and quality control. For more information, visit [www.ampacet.com](http://www.ampacet.com).

### Challenge

Many businesses in the manufacturing industry own and operate separate facilities for headquarters, warehouse and manufacturing plant operations. Maintaining fast and cost-effective communications between these locations can make the difference between companies that thrive in the marketplace and those that fail. Manufacturing companies simply must maintain consistent communications internally between decision makers at each facility, as well as with vendors, suppliers and customers. When production at a plant slows due to poor internal communications, or a customer feels slighted because a request or order placed over the phone doesn't receive priority treatment, the repercussions can be devastating to a company's bottom line business results and to its reputation.

Ampacet knew its existing Alcatel telephony solution – with no spare parts

available and no possible scalability for future growth – was obsolete and presented a significant business liability and competitive disadvantage. Ampacet also needed to free up room at its Tortuguitas facilities for new employees and more laboratory space. When the company decided to move into a new South American headquarters location in San Isidro, the time was right to invest in a state-of-the-art solution that would not only serve the business needs of those in San Isidro, but could also network this location with the company's other branch in Tortuguitas.

## Solution

Ampacet reached out to an Avaya BusinessPartner for help in choosing the right Avaya Intelligent Communications solution for its two locations in Argentina. The BusinessPartner scheduled an on-site demo for the decision makers at Ampacet. The hands-on session proved to be the decisive factor when the company chose an IP Telephony Solution from Avaya for its headquarters in San Isidro for 90 employees, which is networked to a second location in Tortuguitas for 70 employees, with implementation planning and installation services provided by the BusinessPartner. When the installation was complete, Ampacet employees at both locations were able to keep their existing extension numbers from the old phone system – a key factor in helping the company adjust to and accept its new communications solution with ease.

Ampacet implemented two integrated Avaya IP Office solutions for Tortuguitas and San Isidro and networked both locations together. In the San Isidro branch, the company had an E1 link installed that connects to the local area code, which allows the company to reduce long distance costs for calls between these two locations.

Across the two sites, Ampacet implemented Avaya VoiceMail Pro, Avaya Phone Manager Pro, Avaya IP Softphone and Avaya 5402, 5410 and 6211 IP telephones to bring complete IP feature functionality to both locations.

## Results

- **Centralized administration.** Ampacet benefits from the centralized control of the entire Avaya IP Telephony Solution in San Isidro. The solution's user-friendly administration software delivers significant cost savings compared to its previous Alcatel system.
- **Improved productivity and employee collaboration.** Ampacet employees in the two offices, linked by the Avaya IP Telephony Solution, are now able to reach each other by dialing their colleagues' extensions, rather than the previous 10-digit dialing sequences. The new voice mail system puts everyone at Ampacet on the same platform and assures employees of capturing their messages, even when away from their desks. A common voice mail platform also allows for the sending and forwarding of voice mail messages between both company locations in Argentina, which has resulted in improved employee collaboration.
- **Cost savings.** By networking the two locations together in one solution, Ampacet is avoiding many long distance charges previously incurred through intra-office calling, and also saving on toll calls.
- **Remote access to solution and greater productivity for traveling employees.** With Avaya Softphones, Ampacet employees can log into the company's solution remotely while visiting vendors, suppliers and customers, resulting in greater productivity during time spent away from the office.

## APPLICATIONS AND SERVICES

- Avaya IP Office Solution
- Avaya VoiceMail Pro
- Avaya Phone Manager Pro
- Avaya IP Softphone
- Avaya IP 5400 Series Telephones
- Avaya IP 6200 Series Telephones

## 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](http://www.avaya.com).

**We're confident the Avaya solution will allow us to significantly reduce our telecommunications expenses while also helping us to provide better service to our customers.**



— Pilar Maidana,

Systems Manager - South America