



Stability That Brings Confidence



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Punctuality and respect are part of Arclad's corporate values, a company that has been serving the graphic arts sector for 39 years, focusing on the development and manufacturing of self-adhesive materials for the Andes, Central America and South American regions.

That is why having an integrated communications solution, to allow a better and closer relationship with its customers, has become a corporate goal. Thanks to technology provided by Avaya, the goal has been attained.

Javier Ariza, Director of Information Technology and Communications at Arclad, points out: "Five years ago, we decided to investigate several business communications platforms. We saw that Avaya was the technology we could trust and where we were going to migrate."

With a physical infrastructure consisting of two production plants, administrative offices and warehouses and 440 employees, a unified communications (UC) solution was needed that would provide stability and trust for day-to-day operations.

“This solution allows us to strengthen the degree of confidence we have with our customers, and for them, IP telephony becomes one of the means of communication *par excellence*.”

—Javier Ariza,
ICT Director of Arclad

As Ariza states, “Before this platform, we had open-source telephony. We were compelled to make the change, due to the growth that the company has experienced in recent years. With the previous solution, we were limited at the support level, the quality of communications was not the best, there were very robotic calls, and sometimes they even failed altogether. We did not have some services such as mobility or mailboxes for end users.”

Today, Arclad has a modern unified communications platform with 180 IP extensors for communicating with suppliers and partners.

“This solution allows us to strengthen the degree of confidence we have with our customers, and IP telephony becomes for them one of the means of communication *par excellence*, since it gives them closeness to the company’s employees, and they perceive it,” he says.

However, an integrated communications solution not only gives them the possibility of offering a better service to the external client, but also to the internal client, who has his own connectivity requirements within the company. At a time when we must all be connected, communications have become a major factor.

“The platform allows us to strengthen it according to requirements, so we are already planning mass mobility to receive calls from the extension to the cell phone, and in the future we hope to integrate telephony to other collaborative solutions such as web conferencing,” explains Arclad ICT Director.

The strategic business ally

Although Arclad has been using the Avaya platform for five years, at the end of 2017 the company decided to change its supplier and opt for Walter Bridge, a 100% Colombian company, with more than 50 years of experience in the design, implementation, support and management of communications solutions.

“We have been with Walter Bridge for a year and a half, with the IP telephony project stabilized according to our needs, focused on future projects, which we are structuring,” says Javier Ariza, Information and Communications Technology Director at Arclad.

Hand in hand with this provider, the ICT team has been able to design a scalable project to meet the requirements that may arise, and because the Avaya solution allows them to strengthen themselves as much as they need, they are safe, Ariza says, as they will not have problems with aspects such as licensing, developing new modules on the platform, and even for developing other functions.

“One of the factors that made us choose Walter Bridge as a provider was the need to have a good after-sales service, not only on a commercial level but on a technical one. For us, it is fundamental that both parties are integrated, and this is what we have found,” adds Ariza.



When a communications project is embarked on, one of the fundamental stages is the design of the platform that is going to be implemented. And in the case of Arclad it was important not only to have the support of the commercial executive of Walter Bridge, but also with the technical team, since this led to a much shorter stabilization period than with other projects.

For Ariza, there are always adjustments that have to be made during a project, and that's where technical support is crucial. Additionally, within this after-sales service period, the training of end users is and still is important.

Implications of the change

Changing suppliers did not prompt a change of the underlying platform. However, the IP telephones were updated. As Javier Ariza, ICT director of the company tells us, "With the previous provider, we had different brand phones, but with the design we made with Walter Bridge, all our phones are now from Avaya. This was a product of a good consultancy service that we received, so that the project is stable, transparent and agile in its implementation."

In terms of technology, stability may be one of the fundamental values, since an unstable platform causes companies to incur unexpected costs in terms of support and loss of time with economic and service impacts. It means that the technological platform does not fail, and that it fulfills its objective of supporting integrated communications.

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In accordance with Ariza, Arclad has some reliability and availability indicators on the entire technological platform, of which IP telephony is a part of, and which contributes largely to the overall rating of the company's management indicators. "That's why when the stability of the platform meets its objective, we can trust that the tool is providing the appropriate service for which it was designed and implemented," he says.

The confidence placed in both the platform and the supplier is so high, that for Ariza, Walter Bridge has ceased to just be a facilitator of the technological solution, and has become a business ally.

Products and Solutions

The Avaya integrated communications solutions includes, among others:

- 1 Dell R230 XL Server to support IP Office Server Edition, located in the administrative headquarters in the city of Medellín. It is also the core of Unified Communications, and provides the services of Telephony, Presence, Instant Messaging, Recording, intelligent call routing, Call Center services and web conferencing
- 2 Control IP Office 500 v2 units, using Release 11.0, for survival, in each office
- 1 Session Border Controller (SBC) that carries out the functions of receiving the SIP trunks from the public operator, security and voice encryption
- 1 Resources Provider to grant mobility to users with Power User licensing to connect to the communications center via the internet
- 162 J129 telephones for users with a basic profile on the system. They are telephones from the new J100 series by Avaya; 18 9608G telephones for users with a high profile on the system, and three of these telephones have a keypad, for the operators of each of the offices



About ARclad

C.I ARclad S.A, based in Colombia, was founded in 1980 and currently has two production plants in Rionegro, Antioquia; and Cartagena, Bolívar. It is a company focusing on the development and manufacturing of self-adhesive materials used in the graphics art sector for making labels and vinyls for graphic communication. It serves the segments of Flexography, Lithography, Screen Printing and Digital Printing in large format, and its materials are used for identifying products for various sectors, such as food, personal care, industrial, automotive, pharmaceutical, school, security, textiles, cosmetics, hygiene, cleaning and restrooms.

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.