

Customer Success Story

BESTSELLER

Denmark




IP telephony is the key to globalization for Danish fashion business, Bestseller

Bestseller is an international fashion business in Ringkøbing, Denmark. It was founded in 1975 and today over 13,000 employees design, develop, market and sell the company's products on the world market. Bestseller launches collections of designer wear for men, women and children in Europe, the Middle East, China and Canada every year, distributing through chain stores and wholesalers.

The family owned business is developing rapidly with continuous geographic expansion and an annual growth of over 25 percent. The company is facing a period of dynamic growth and with over 1,800 stores in 30 countries and offices around the world, it is crucial to have a telecommunications system that can keep pace. Bestseller aims to be the world's 'biggest small business', as well as ensuring that customers, employees and other partners experience the level of communication and accessibility achievable with a small business.

Regnar Knudsen, IT Director, Bestseller explains: "We want proximity to our customers and suppliers, as well as between our employees. Having a worldwide presence places tremendous demand on internal and external communications, which is why telephony is a very important tool for us. Communication creates nearness."



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A flexible communications system

Bestseller invited several suppliers to tender to supply a solution to its communication needs. The tender from Ericsson and Eltel Networks Telecom A/S was selected as it offered the most flexible and cost-effective system. Until now, Bestseller's telephony system has been based on multi-vendor platforms, making it difficult to ensure functionality across the systems. With such a fast growing business, Bestseller needed a flexible communications system that could meet its changing needs as and when they arose. Ericsson delivered a MX-ONE™ server-based communications solution and an Ericsson Solidus eCare™ contact center. The solution ensures that customers, suppliers and employees can always get in touch with each other no matter what time it is or where they are in the world. Regnar Knudsen underlines the importance of the project: "It would have been fatal in the long run, if our communications fell behind. This is why we have elected to start completely afresh and centralize our telephony and all other electronic communications to an Ericsson MX-ONE™ platform. The platform enables us to make every function available to every user quickly and painlessly without splicing several systems."

Supporting growth

One central requirement for the new Bestseller solution has been that it should be able to support the explosive growth the company is enjoying. Ericsson meets this requirement by providing cost-efficiency and flexibility. The solution will bring annual savings of around eight Euros per port. With 2,500 ports, this is a significant saving. Regnar Knudsen comments: "The system makes it much simpler to manage our telephony, it gives us a platform with all the properties we can think of and we save time all round. All things considered, it helps deliver a sound return on investment." The fashion world is always on the move and Bestseller needs to keep pace with this, so flexibility is key to a successful communications system. Ericsson technology is expandable and enables Bestseller to adapt and meet its ever-evolving needs.

Bestseller recruits a large number of new employees every year, so the fact that Ericsson's MX-ONE™ is simple and intuitive is a real advantage as it enables staff to get up and running in their job quickly. After several years with mixed telephony, Bestseller now benefits from the switch to a single platform, where telephony quality is not dictated by poor integration or dependent on an IT department. Ericsson MX-ONE™ supports even the most remote user and makes running upgrades simple to perform. As soon as new functions become operational, all users have access to the full range of opportunities no



matter which area of Bestseller they work in, so there is no need to perform modifications at each individual site. Ericsson offers a distributed solution, with no differentiation between large and small sites. Regnar Knudsen highlights the advantages: "If you can access the Internet, via PC, phone or mobile phone, you can access all the telephony functions found on the net. The Ericsson MX-ONE™ is particularly suited for businesses like Bestseller with many small sites. All our employees have freedom of movement, as communication goes with the person and not the phone. Employees are not able to be everywhere in person but Ericsson's communications solution is the next best thing".

Maximizing efficiency

The MX-ONE™ Telephony Server enables Bestseller to meet its objective of maximum accessibility. Each member of staff has one number and the system is able to locate which phone a person can be reached on, whether it is fixed or mobile. The Mobile Extension feature transforms a mobile phone into a fully integrated phone with all the same functions as a fixed office phone, such as call divert, and conference calling, with the added option of placing a customer in a queue to a mobile. If the member of staff cannot be reached, the call is diverted to someone else who knows the customer's circumstances, ensuring an efficient service. For example, by linking together the sales departments in Denmark and Norway into one group, Bestseller can bring together relevant groups across national borders, departments and time zones and provide customers with a personal service every time.

A future-proof solution

Ericsson and Eitel Networks Telecom A/S have supported Bestseller throughout the project. Michael Hedes Pedersen, Channel Manager, Ericsson, explains the advantages of this close partnership: "Working closely together, Bestseller has been able to communicate its requirements in detail and Ericsson and Eitel Networks Telecom A/S have joined forces, responding with a tailored solution that delivers significant benefits." Ericsson's telephony background brings with it an in-depth understanding of how telephony traffic or call handling should be dealt with, embodied in the MX-ONE™ system.

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The comprehensive solution combines the best of mobility and IP telephony with an ability to meet the stringent quality of service demands required in the world of telephony. Future-proof technology can be built on and will facilitate Bestseller's ambitious growth strategy. By increasing efficiencies and lowering costs, Bestseller strengthens its competitive position and is able to keep up with evolving needs, a crucial advantage in the dynamic fashion business.

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Highlights

Customer

Bestseller, Denmark.

Customer Objective

Increase accessibility, enhance efficiency and reduce costs.

Ericsson Solution

- MX-ONE™ Telephony Server
- MX-ONE™ Messaging
- Solidus eCare™ Multimedia Contact Center

Customer Benefits

- Better service quality
- Efficient internal and external communications
- Future-proof and expandable technology
- A solid platform for growth.