



» **LTU LUFTRANSPORTUNTERNEHMEN GMBH**
Cost cutting with an integrated
voice/data network «

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» Summary «

Since being founded 50 years ago, LTU has developed into one of Germany's most recognized airlines. Every year, the 24 jets in LTU's fleet of aircraft transport more than 5.7 million passengers to over 70 destinations worldwide. With the HiPath 4000 communications platform, the Düsseldorf-based tourism company benefits from the use of voice communication over the existing data network (voice over IP), and thereby saves about 80 percent of previous costs.

The task:

In order to significantly save costs, the management of LTU decided in favour of setting up an integrated voice and data network with structured wiring. The new telecommunications infrastructure at the Düsseldorf site needed to include previous administrative buildings as well as the new premises. An additional goal was to replace the present site dependent customer service call center with a site-independent solution. At the same time, a unified messaging solution should improve the ease of contacting employees.

The solution:

- Concept for the build-up in stages of a voice and data network toward voice over IP
- Migration of all existing systems to an integrated platform

- HiPath 4000 communications platform with multiple remote components
- HiPath Xpressions unified messaging solution
- Simultaneous migration of LTU's messaging system to Microsoft Exchange 2003
- HiPath ProCenter eCRM solution for the LTU's call center with 60 employees
- Implementation of communications solutions throughout all sites
- Training of call center employees

The benefits:

- A common network for data and voice communication contributed significantly to a reduction in infrastructural costs
- Subsequent maintenance costs can also drop considerably, thanks in large part to the IP distributed architecture
- The IP infrastructure offers a high degree of flexibility
- The call center solution improves ease of contact for LTU customers and thereby increases service quality
- The unified messaging solution increases the efficacy of the communications workflow by integrating voice mail, fax, e-mail and SMS in a single interface on the PC
- A single partner for planning, implementation and service

» "A common network for data and voice communication contributed significantly to a reduction in infrastructural costs."

Werner Toennesen,
Chief Information Officer
LTU LUFTTRANSPORTUNTERNEHMEN GMBH



» HiPath 4000: cut costs significantly with an integrated voice/data network «

Since being founded 50 years ago, LTU has developed into one of Germany's most recognized airlines. Every year, the 24 jets in LTU's fleet of aircraft transport more than 5.7 million passengers to over 70 destinations worldwide. About 2,610 employees on the ground and in the air help produce revenues of about €855 million annually. With the HiPath 4000 communications platform, the Düsseldorf-based tourism company benefits from the use of voice communication over the existing data network (voice over IP), and thereby saves about 80 percent of previous costs.

Organizational changes lead to an integrated voice and data network

In order to significantly save costs, the management of LTU decided in favour of setting up an integrated voice and data network with structured wiring. The decision was sparked by organizational changes within the company, such as the takeover of the LTU tourism division by REWE Tourism, and the relocation into a new hall in the Düsseldorf airport.

The new telecommunications infrastructure at the Düsseldorf site needed to include previous administrative buildings as well as the new premises. An additional goal was to replace the present site dependent customer service call center with a site-independent solution. At the same time, a unified messaging solution should improve the ease of contacting employees.

Best of: combining HiPath communications solutions

Working in close cooperation with the management of LTU, Siemens consultants developed a concept that gradually transferred the individual company divisions step-by-step into the new world of telephony based on Internet Protocol (IP). This method guaranteed uninterrupted telephone service during the transition phase, which was vital for safety reasons.

A voice-over-IP-enabled data network forms the basis, with structured wiring and corresponding network components, which had to be replaced in part. The telephony solution consists of a HiPath 4000 communications platform with multiple remote components, which are linked over the IP Distributed Architecture (IPDA), allowing access to all performance features. In total, about 800 different IP terminals were installed.

The HiPath Xpressions unified messaging solution integrates voice mail, fax, e-mail and SMS in a single interface on the PC. In conjunction with its introduction, the Siemens consultants also supported the simultaneous migration of LTU's messaging system to Microsoft Exchange 2003.

The HiPath ProCenter eCRM solution now forms the basis of LTU's call center, where about 60 employees answer customers' questions by telephone. It is also purely IP-based and replaces the previous solution based on Aspect technology. HiPath ProCenter allows comprehensive reporting and the distribution of calls to the proper employee based on up to 100 predefined criteria.

Reducing costs and increasing service quality

"A common network for data and voice communication contributed significantly to a reduction in infrastructural costs," Werner Toennesen, LTU's chief information officer, said with satisfaction. At the same time, subsequent maintenance costs can also drop considerably, thanks in large part to the IP distributed architecture.

The merging of the IT and telecommunications divisions of LTU was also an important factor in cost cutting, which totaled about €200,000. In addition, the IP infrastructure offers a high degree of flexibility, for example when it comes to relocating.

The HiPath ProCenter call center solution improves ease of contact for LTU customers and thereby increases service quality. Skill based routing allows for more individualized assistance to the caller and strengthens customer loyalty, while sophisticated reporting tools optimize the use of personnel and contribute to cost savings as well. Maintenance costs in the call center area can be significantly reduced when compared to previous solutions. The HiPath Xpressions unified messaging solution increases the efficacy of the communications workflow, as employees of the airline company can now send, receive, process and forward all types of communications through a single, integrated user interface.

