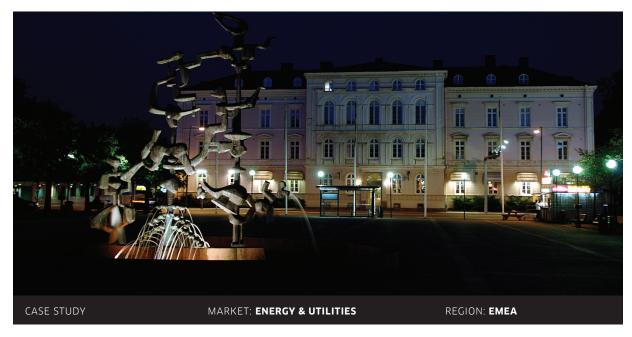
# MARIESTAD TÖREBODA ENERGY AB NEEDED A SCALABLE NETWORK TO SUPPORT ITS COMMUNITY TELEPHONY SERVICES AND PROVIDE THE FLEXIBILITY TO ADD NEW SERVICES AS REQUIRED

THE ALCATEL-LUCENT NETWORK SUPPORTS A DIVERSE RANGE OF FEATURES, PROVIDING BESPOKE TELEPHONY SERVICES AND ALLOWING ROOM FOR FUTURE GROWTH





Mariestad Töreboda Energy AB (MTEAB) is a utilities supplier serving central Sweden. It provides electricity, district heating, Internet and telephony services to residents and businesses. It needed a communications infrastructure capable of supporting its long term ambitions and a solution from Alcatel-Lucent provided the required flexibility.

### **CHALLENGES**

- Create a single IT network flexible enough to create unique services for different customers
- Ensure a scalable IT infrastructure capable of integrating new services
- Maintain competitiveness in the face of competition from national service providers

## **SOLUTIONS**

- Alcatel-Lucent OmniPCX Enterprise with IP Media Gateways
- Alcatel-Lucent 4635 Voice Messaging System
- Alcatel-Lucent OmniTouch™ 8082 My Instant Communicator Phones
- Alcatel-Lucent 4980 PC Telephony Application 'Softphones'
- Alcatel-Lucent OmniVista™ 4760 Network Management System
- Alcatel-Lucent Application Partner SourceTech providing Tellus information system and operator console

#### BENEFITS

- Provided the company a robust communication platform enabling MTEAB to offer state of the art Cloud Telephony Solutions to their customers
- Flexible IP platform allows MTEAB to effectively address varied communications needs; from a small office with >10 users through to the mid-and large market with more than 1000 users
- Provided future proof functionality, allowing MTEAB to develop new services for their customers



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Fredrik Beckman, Head of IT, Mariestad Töreboda Energy AB

## THE CHALLENGE

Mariestad Töreboda Energy AB (MTEAB) is a utilities supplier serving central Sweden. It is owned by the local municipalities of Mariestad and Töreboda, and provides electricity, district heating, Internet and telephony services to residents and businesses. "Being owned by two municipalities makes everything a little different," says Fredrik Beckman, head of IT, Mariestad Töreboda Energy AB. "The aim of a traditional company is to make as much money as possible, whereas our objective is to make it as easy as possible for people to live, work, make money and be happy in the municipality they live in."

The provision of telephony services was added in the late 1990s, a first for a Swedish utilities supplier. To create a viable solution, one that could match consumers' changing expectations, Beckman knew that the platform had to be scalable, versatile and flexible: "It was obvious from the start that Alcatel-Lucent was the only platform that could deliver what we needed."

# **THE SOLUTION**

The basis of the solution is the Alcatel-Lucent OmniPCX Enterprise platform, which supports 765 Remote extensions, 1024 Analog lines and 34 IP phones. 500 voicemail licenses are also offered to customers, whilst system management is taken care of by Alcatel-Lucent OmniVista™ 4760 Network Management System. Within the organization, handsets include Alcatel-Lucent OmniTouch™ 8082 My Instant Communicator Phones and Alcatel-Lucent 4980 PC Telephony Application or 'Softphones'. The Tellus information system and operator console for the Alcatel-Lucent solution are provided by the Alcatel-Lucent Application Partner SourceTech.

115 local companies are connected to the platform, the smallest purchasing two extensions and the largest nearly 1,000. As expected, the service has continually grown. In 2004 a switchboard service was added, enabling business users of the MTEAB

communications solution to use them to answer phonecalls received via the user companies' own main number, or as 'backup' cover at busy times for periods as short as an hour. More recently the MTEAB has started supplying mobile extensions. "It's one of the key features of the Alcatel-Lucent solution, that business users can perceive the solution as being their own. While they accept they are part of a bigger service, they know it can be unique to them," says Beckman. For example, a small retail customer may benefit from Mariestad's answering service, where it receives messages from missed calls, leaving it free to deal with shopfloor customers. A larger organization can benefit from the IP network, by bringing its remote workers and offices together, via one cohesive communications network.

"It allows us to accommodate almost every single need, that's something that differentiates us from the big national operators," says Beckman. "We're willing to sit down and talk, no matter how small the company is, and create a solution to fit."

## **NEXT STEPS**

Consumer needs continue to evolve. Beckman says the plan is to introduce a Skype-like service, with the Alcatel-Lucent 4980 Softphones running over the Alcatel-Lucent OmniPCX Enterprise, and a new call center solution. He says the trend for Bring Your Own Device (BYOD), which is strong in Sweden, will lead to a mobile device management solution: "Companies want to differentiate between what is private and what is business-related. They will need control of the total number of phones and tablets in the company."

"What we have is a totally new breed of employee. This generation enters the workplace having already spent 10,000 hours in front of a screen. They're not interested in platforms, they want solutions. We need a partner that helps us meet these challenges."

## CUSTOMER SUMMARY

**Customer Name:** Mariestad

Töreboda Energy AB **URL:** www.mteab.net

Industry: Energy & Utilities

Number of Users: Up to 1000

#### www.alcatel-lucent.com/enterprise

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