



**CloudWare Pty Ltd** ABN 33099290114  
 9/150 Chestnut Street  
 Cremorne VIC 3121  
 Australia  
 Tel: +61(3) 9425 1555  
 Email: info@cloudware.net.au

## Kyocera-Mita Australia deploys CloudWare Enterprise VoIP platform nationwide...

## Case Study



An aging NEC digital PBX, and ever changing business requirements, required a new solution. Kyocera-Mita considered an upgrade to the next generation of its existing phone system, but the thought now was... "It's time for a paradigm shift"...

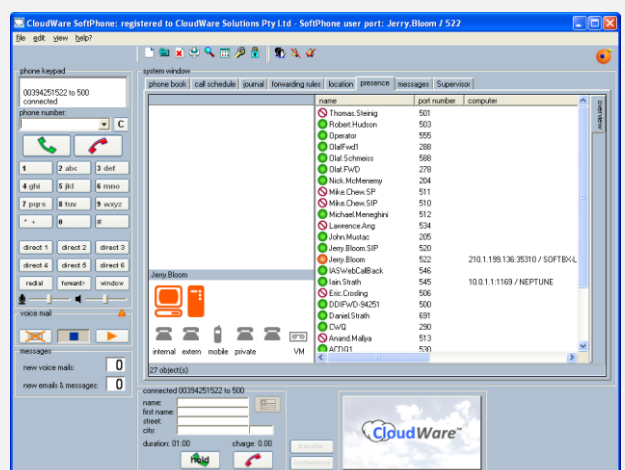
Kyocera Group is one of the largest corporations in Japan with revenues exceeding \$13 billion in 2007-8. It operates a number of business streams throughout the world with the Kyocera-Mita division specialising in Printers and Facsimile machines. In 2006 it became apparent that the Australian subsidiary's aging NEC PBX would need upgrading or replacing as a matter of urgency due to the rapid growth in Kyocera's Australian and New Zealand business.

The key decision drivers were:

- Microsoft Windows platform to enable their own IT Department to support the solution
- Hardware independence (they did not want to be 'locked' into proprietary hardware again)
- Flexible Call Centre
- Local support and development
- Easy low cost expansion via software licenses
- Price

It was recognised that VoIP was now the leading edge telecommunications technology and that it would provide significant cost recovery via on-net calls across their national offices. The various vendors were invited to offer VoIP solution proposals in mid 2007.

After a thorough evaluation of the various VoIP PBXs on the market, including those from the well known multi-national hardware and software vendors such as Cisco, Nortel, Avaya, and NEC, Kyocera-Mita chose CloudWare's Enterprise Edition Windows telephony software for its nationwide VoIP platform rollout.



**Windows SoftPhone/Call Centre Agent/Operator Console**

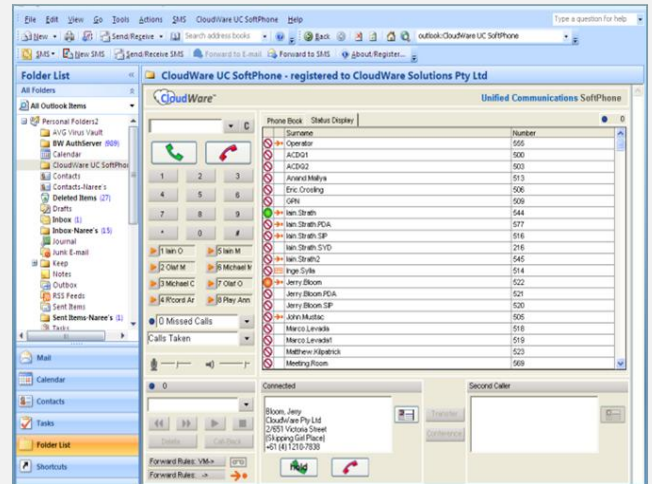
The completion of the first stage deployment in November 2008 in the NSW Branch office in North Ryde, Sydney, the Queensland Branch office in Brisbane and the Melbourne office has proven a resounding success with particular focus on improvements to the existing network link quality and QoS. Included in the package is a 20 seat inbound Call Centre which is running traffic at up to 800 calls a day via the CloudWare Windows SoftPhone Agents in the branch and supported by a 400 port capacity CloudWare Enterprise-S Server in Head Office. Smaller CloudWare Servers in the other state offices are mesh networked over a managed VPN delivering carrier grade voice quality to both SIP phone and SoftPhone users.

Kyocera's CloudWare system utilises the built-in SIP Trunk Gateway software module enabling easy delivery of SIP (VoIP) trunks over broadband - no hardware gateways are required. SIP trunks deliver full indial service via managed broadband links into the various CloudWare Servers at each of the Kyocera offices. As the rollout continues there will be 8 offices networked via CAPI and SIP with a transparent national numbering plan for all staff at zero call cost point to point.

Total number of users is expected to exceed 200 and currently the end points are a mix of Linksys SIP phones, Windows SoftPhone Agents for the Call Centre and standard Windows SoftPhones for the executives with SIP phone CTI linking to SoftPhones. Each office also has an

For more information on the CloudWare VoIP Suite go to: [www.cloudware.net.au](http://www.cloudware.net.au)

For more information on Kyocera-Mita see: [www.kyoceramita.com.au](http://www.kyoceramita.com.au) and [www.kyocera.com](http://www.kyocera.com)



### Outlook Unified Communications SoftPhone

Operator SoftPhone for general incoming call handling.

The CloudWare Server software is installed on high specification Dell Blade Servers running Windows 2003 Server at each location with the trunks 'in the cloud' connected at the VPN provider's data centre. Client PCs are of various manufacture with the majority being Dell running Windows XP/SP2.

To quote IT Manager at Kyocera-Mita, Paul Cunningham, "We saw an opportunity to replace a range of older technology PBXs and Keyphone systems in our organisation with a 21<sup>st</sup> century, all Windows software VoIP solution that we can ultimately manage ourselves. CloudWare is that solution. None of the other systems we evaluated offered us the operational cost savings, the broad feature set, the flexibility and most of all the visibility that CloudWare provided. This is convergence at its best."

