

# Kaefer Isoliertechnik Begins Successfully Deploying Unified Communications Worldwide

Case Study

Bressner Technology Recommends Dialogic® Media Gateways for Interconnecting TDM and IP Systems for UC

## CASE SUMMARY

### Challenge

A forward-looking company, Kaefer Isoliertechnik decided in 2007 to implement an integrated VoIP and Unified Communications (UC) solution in all its branches worldwide, using a single communications infrastructure for efficiency.

### Solution

After careful study and planning, Kaefer decided to center its new solution on Microsoft® Office Communications Server 2007 and to use the expertise of the systems integrator Bressner Technology to help make their new communications infrastructure a reality. Bressner chose gateways from the Dialogic® 4000 Media Gateway Series to integrate the UC system on the IP network with legacy TDM telephone and PBX equipment.



### Challenge

Kaefer Isoliertechnik, also known as the Kaefer Group, is a global corporation with over 14,000 employees and more than 50 companies around the world.

Based in Bremen, Germany, Kaefer decided in 2007 to implement an integrated VoIP and Unified Communications (UC) solution. "Our primary goal was to ensure more effective communication between our Bremen headquarters and the outside world," explained Kaefer's Chief Technology Officer (CTO). To achieve this goal, the company set its sights on installing a voice and video conferencing solution using the same technology at all its worldwide branches.

Although Kaefer already had a voice/video solution in place that used the Microsoft® Live Communication Server, its current Computer Telephony Integration (CTI) system used software from many different suppliers, creating a heterogenous system, which was not as efficient as one that would use a single platform for all the existing telephone systems within the company.

Kaefer also wanted to integrate voice and data in a single communications infrastructure, so that, for example, telephone calls could be made and fax messages could be received and sent directly from company computers.

### Solution

When Microsoft® Office Communication Server 2007 was released, Kaefer quickly recognized that the UC features offered by the Microsoft application matched its requirements for an integrated communications platform. After preliminary discussions with Microsoft, Kaefer decided to combine Office Communications Server with Microsoft® Exchange Server 2007 Unified Messaging to implement a UC solution on appropriate hardware.

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## Planning for Today and Tomorrow

During the planning phase, Kaefer realized that several suitable infrastructures were possible. The company needed a very knowledgeable systems integrator to provide a solid and complete software solution, along with sound recommendations about hardware selection, while also advising on potential ways in which the new integrated system could grow and remain flexible enough to adapt to new applications and future technologies.

Although pure hardware solutions with dedicated servers were considered, they could not achieve the required high degree of integration because they created closed, parallel systems. Kaefer wanted a software-centric solution with a flexible client environment that would support, among other applications, Office Communications Server. “OCS is the primary system, and the hardware solution needed to adapt to it,” explained Kaefer’s CTO, “and we wanted a solution that brought OCS and Exchange together and didn’t just support OCS.”

Scalability was also important. “Since our long-term aim is to expand the system, we needed a solution that could easily connect to new locations and adapt to different numbers of users,” continued the CTO. Finally, Kaefer required a solution that could interoperate with different types of telephone equipment at various branch locations.

After a three-month planning phase, Kaefer decided to award the systems integration contract to Groebenzell-based Bressner Technology GmbH because of Bressner’s proven expertise with the installation and deployment of UC systems. In consultation with Bressner, Kaefer decided to implement a solution with Office Communications Server and media gateways. Bressner system specialists recommended gateways from the Dialogic® 4000 Media Gateway Series (DMG4000 Gateways) and handled the installation of Office Communications Server and the gateways.

## Integrating Legacy Equipment via Media Gateways

Media gateways are generally used to connect legacy TDM systems to new IP networks. The DMG4000 Gateways used at Kaefer provide an integrated system, connecting IP-based applications, such as Office Communications Server, with existing PBX systems and PSTN networks. In addition, the DMG4000 Gateways not only function as media gateways, but also in the role of Mediation Server for Office Communications Server 2007. Along with PSTN and PBX interoperability, the gateways provide high-fidelity audio, using Microsoft’s RT Audio Codec, and VoIP security.

Kaefer’s CTO explained the company’s decision in favor of the DMG4000 Gateways: “We found their ‘appliance-like’ qualities very attractive, and they support a broad range of office sizes equally well — small offices and not just large offices with a thousand employees or more. This is particularly important in our case, since a worldwide OCS rollout is planned, which means that smaller branches also need to benefit from the new UC solution.”

## SIP Phones Part of Long-Term Integration Goal

Implementation began in February 2008, and initially 150 users were connected to the UC system at the Bremen office. Since then, the rollout has been implemented internationally, with telephone system connections carried out as the second step of the implementation. Exceptions are temporary project locations (such as construction sites), which are set up only for a period of time and, therefore, do not need permanent calling facilities. “In this case we only require a data line to the Bremen location,” explained Kaefer’s CTO. “All communications are processed through Office Communications Server and the DMG4000 Gateway at the Bremen central office.”

The hardware has been selected so that the move to the new system can be accomplished step-by-step. Ultimately, the goal is to completely connect all 400 users in Bremen and Kaefer’s 22 German branches. To accomplish this, a second DMG4000 Gateway has been purchased and is standing by in Bremen. Kaefer’s CTO continues to think ahead. “In addition to basic functions, we have a number of additional application areas to explore with our new system environment. For example, the current OCS version allows video streaming using mobile devices, and we are looking into leveraging that possibility.”

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The last phase of the project will connect all permanent Kaefer locations to the new system. “We will probably reach full connection phase in 2009,” summarized Kaefer’s CTO. First to be connected will be departments critical to the running of the organization, such as Administration and Human Resources, followed by a gradual connection of all management levels and other departments. Kaefer is also planning the long-term worldwide consolidation of its telephone facilities so that SIP telephones can be used through the DMG4000 Gateways.

## Results

Kaefer’s old communications system used different client applications for fax, telephone, internet, and email. Now with UC, all these applications are readily available through a single interface that allows business information and communications to be managed much more easily. “The high degree of integration of this solution into our working environment results in significant efficiency advantages,” commented Kaefer’s CTO. The solution was also received enthusiastically by end users. Kaefer’s CTO recalled the day when colleagues traveling abroad connected an incoming phone call to Bremen via UC using a WAN connection: “They were ecstatic when they found out that a telephone call from Germany would be connected via a softclient without a problem, independent of their location.” Employee acceptance of the new UC system was particularly important for Kaefer because the company knew that a new high-tech solution would be worthless if its staff did not accept and use it willingly.

## About Kaefer Isoliertechnik

Kaefer is the world’s largest independent provider of heat, cold, noise, and fire protection systems and interior solutions. The Bremen-based company has operations in some 40 countries and currently employs more than 14,000 staff members.

For more information, visit [www.kaefer.com](http://www.kaefer.com)

## About Bressner Technology

Bressner specializes in the distribution of computing and communications products, and the company prides itself on its personal service. With its long history of supplying industrial computers and revision/issue control products, the company is well positioned to serve industries such as Industrial Automation, Medical, Telecommunications, Network Infrastructure, Transportation, and many others.

For more information, visit [www.bressner.de](http://www.bressner.de).

## About Dialogic Corporation

Dialogic Corporation is a leading provider of world-class technologies based on open standards that enable innovative mobile, video, IP, and TDM solutions for Network Service Providers and Enterprise Communication Networks. Dialogic’s customers and partners rely on its leading-edge, flexible components to rapidly deploy value-added solutions around the world.

For more information, visit [www.dialogic.com](http://www.dialogic.com).

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Information about Kaefer Isolertechnik and Bressner Technology has been provided by the respective companies for this case study.