

LEADING RETAILER IN MEXICO SELECTS QUINTUM FOR THEIR VoIP NETWORK TO MORE THAN 300 STORES

VoIP Helps Coppel, S.A. de C.V Cut Costs and Better Serve its Customers

The Challenge

With \$1.1 billion sales, Coppel, S.A. de C.V is one of Mexico's leading retailers, specializing in household goods and clothing. It is one of the largest department store chains in northern Mexico. The company has grown successfully to more than 400 stores by effectively managing lending programs for low-income consumers. And it is continuing to expand its geographic presence into every corner of the country.

Technology is a key enabler of this business strategy. Customer data must be available to all stores at all times, and managers must be able to quickly communicate with each other to make good decisions about money and merchandise. That's why Coppel has made a significant investment in wireless networking. With its data network, Coppel can keep its broadly dispersed locations connected to each other 24 hours a day and thereby respond quickly to customer needs and changing buying patterns.

This enterprise data network created a significant opportunity for Coppel to implement VoIP. With VoIP, the company could reap significant savings in office-to-office telecommunications costs while also improving business performance by removing the cost disincentives for its employees to pickup the phone and call each other whenever they needed to do so.

One challenge, however, was the fragmented nature of the company's existing telecommunications environment. Its stores had different types of PBXs from different vendors with varying ages and capabilities. It also had analog equipment, such as fax machines and modem based devices that it didn't want to be forced to replace.

At the same time, the company needed to leave its options open when it came to the new stores it was planning to build. So any VoIP solution it installed would have to be able to work with both its current mix of PBX platforms and any future IP PBX solution it might choose to adopt.

Quintum's VoIP Solution Offers The Perfect Fit VoIP solution

Coppel engaged with multi-national IT consultancy Binnacle to help it determine its optimal course of action. Based on its assessment of available VoIP solution, Binnacle recommended that the company deploy Quintum's VoIP switching solutions. The Quintum switches would install easily throughout Coppel's heterogeneous environment and would support all of its analog devices. In addition, Quintum switches could be installed in any new 100% IP locations providing the company with a seamless, easily managed end-to-end VoIP environment. MultiPath architecture was the key, and today there are Quintum units deployed to more than 300 hundred stores.

Binnacle's recommendation proved to be the right one. With Binnacle's support, Coppel moved forward with a staged roll-out of Quintum's switches, and in just over a year had VoIP service up and running across the country. In its first year of deployment, the retailer has saved over \$1,000,000!

Voice service is as reliable as it has ever been. And the company has saved a huge amount of money that will increase as Coppel continues to grow and add several hundred more locations.

"Our investment in Quintum's VoIP technology and Binnacle's services has been a wise one," says Sergio Trias, chief of IT and Communications support department of Coppel. "By leveraging our IP network to carry inter-office voice traffic, we have improved our ability to serve our customers, reduce our overhead, and laid the groundwork for a new generation of applications that will provide us with further competitive advantages in a rapidly evolving retail market."

"It has been a great experience for us to be involved in a project of this magnitude with such an important customer in the Mexican market. Binnacle's engineering team and Quintum's technical service department have worked side by side to satisfy Coppel's requirements for this project. We have demonstrated once again, to be the most effective solution for the enterprise and service providers market", Says Abdul Mustaffa, founder and president of Binnacle.

