

## International Coffee Organization (ICO)

## Spitfire brews the right telephony solution for ICO

### The Challenge

When the International Coffee Organization (ICO) downsized, it needed to rationalise its telecoms infrastructure with a smaller and more flexible phone system. It also wanted to integrate its telecoms and data network cabling. Unfortunately the ICO's existing supplier could not meet the challenge, so Spitfire was selected instead to supply a complete solution.

### The Solution

Spitfire proposed the latest Nortel Business Communications Manager (BCM) phone system for the ICO. This is designed for smaller businesses with as few as three staff members, and as a converged voice and data solution it provides customers with a choice of either an IP-enabled or pure IP strategy.

Spitfire was also able to meet the ICO's data networking needs by carrying out rewiring improvements, including Cat 5 cabling and by replacing an old 'patch panel' system with a modern data cabinet that could also house the Nortel BCM. In the process Spitfire also reduced the number of analogue lines which the ICO was using, saving on line rental costs as well.

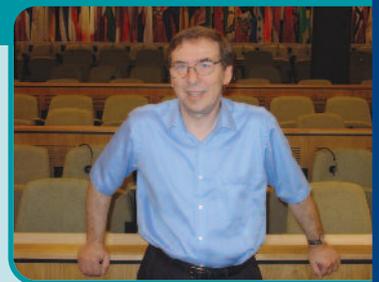
The Nortel BCM solution includes an IP operator console for the receptionist and DDI lines for every employee, which reduces the number of calls that have to be answered by reception. Employees have also been provided with the Nortel CallPilot voicemail system, enabling them to manage message handling more efficiently.

As part of the project, the ICO decided to use Spitfire's call charging service and immediately benefited from significant saving on calls to the coffee-producing countries in South America, Africa and Asia. This service uses Spitfire's advanced billing system to provide customers with one consolidated bill, covering all communications, including landlines, mobiles and Internet.

### The Benefits

Summing up the ICO's experience with Spitfire, the organisation's Head of Information Services Richard Marks explained,

*"Their proposal was the most comprehensive we received, the equipment cost was cheaper, the maintenance is cheaper and the call charges are cheaper. Their advice is very good and they held our hand right through the transfer. I have a general sense that we made the right choice."*



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