

# CASE STUDY



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## D-LINK GOES FOR THE CLOUD WITH NFON

“By choosing the NFON solution we went for the most sustainable product on the German telecommunications market.”

Christian Gehrein, MIS Supervisor  
D-Link Germany



September 2013

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### D-LINK

Where would they ever meet, the developer from Taipei, the business man from London and the service manager from Eschborn near Frankfurt? If they happen to work for the D-Link network equipment supplier the answer is simple: in the NFON cloud! D-Link Germany is the national subsidiary of the global solutions provider in the area of networks, Internet and multimedia. For more than twelve months now the company has been a satisfied user of the NFON cloud communications solution with integrated broadband connection.

### THE STARTING POINT

D-Link, network equipment provider from Taipei in Taiwan has been represented in Germany since 1990. Up until last summer, a twelve year old German telecommunications system was used together with an inbound call-centre solution by Voxtron. Over the years D-Link has had to regularly invest in expensive maintenance in order to keep the solution at the time more or less up-to-date with technology developments. Administration wasn't always easy and had to be partly managed by an authorised Telecom servicing team. Things were further complicated by the fact that the call-centre solution was serviced by yet another external partner. As a consequence running costs of the system were consistently high over the years and D-Link was restricted regarding speed and flexibility. Telephone conferencing for a larger number of participants had to be outsourced to another external service provider. In order to optimise its own telecommunications landscape from the economic point of view D-Link started

looking for a new communications solution in 2011, investment security being the most important criterion.

### THE CHALLENGE

The search for a new solution that offered investment security involved analysing the entire telecommunications market, from traditional telephone systems to IP-Systems and the cloud communications solution. The market review conducted by D-Link led to the conclusion that the cloud technology approach offers a maximum investment security as acquisition costs are low in comparison to traditional telephone systems or IP-Systems and the operation of a cloud system is clearly much more economical. D-Link decided to go with the cloud solution offered by NFON as a provider that is well-established and financially strong. The offer includes:

- NFON telephone systems standard rate
- Some of the most important features for D-Link, included in the standard rate:
  - Queuing with interactive dialog (Courtesy Service)

- eFax
- Telephone conferencing with up to 50 participants

- Call-Center Monitoring
- SNOM system phones
- Polycom Kirk conference phones
- Patton multi-port analog adapter
- nconnect broadband connection (SHDSL)

### THE BENEFIT

This is how D-Link benefit from using the NFON cloud solution:

- No need to purchase communication hardware (except IP system phones that can be used elsewhere as well)
- Complete flexibility with the Pay-As-You-Grow tariff
- Regular enhancement of performance characteristics with free software updates
- Smooth start-up of the cloud solution without disrupting operations
- All performance characteristics are included in the standard rate
- User-friendly operation of the entire solution for users and administrators (ease-of-use principle)



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## EXTREMELY HIGH INVESTMENT SECURITY!

The D-Link managers have got what they wanted now. The update guarantee that comes with the NFON cloud solution offers the network equipment provider a communications system that automatically keeps up with the latest technological developments through constant free updates. Featuring open interfaces, the NFON solution enables D-Link to diversify and integrate third

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party applications. Even NFON’s producer-independent terminal equipment strategy fits in perfectly with the network equipment provider’s philosophy of investment safety, as the

included IP-system phones by SNOM can be used, not just in theory but in practice, in combination with all available IP-communication systems as well.



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## **CLOUD SOLUTION REDUCES INVESTMENT AND RUNNING COSTS TO A MINIMUM**

In contrast to all other technology approaches investment costs are extremely low with NFON. They are strictly limited to the IP system phones, as an independent communications system – i.e. the

hardware for a telephone system – is not needed due to the cloud technology.

Furthermore the NFON Pay-As-You-Grow tariff model offers D-Link maximum flexibility and includes the NFON Call Centre appliance. That way D-Link need not worry about capacity limits due to hardware restrictions for their telephone system and Call Centre application but is free to add any user as an agent as well, without further expense. The NFON solution is user-friendly and D-Link have full independence and responsibility with its administration. There is no more need for expensive external service providers. Equally there are no more extra costs for telephone

conferencing, as the NFON solution includes virtual conference rooms for more than 50 participants at a time. By adopting the NFON solution and switching from “traditional ISDN telephone connections” to Internet broadband connections D-Link were able to more than halve their communication and operation costs.

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**“Introducing the NFON solution enabled us to lower our communication and operation costs by 50%.”**

Christian Gehrein, MIS Supervisor  
D-Link Germany

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