

SUCCESS STORY —

## MENARINI DIAGNOSTICOS

Menarini Diagnosticos unifies and optimizes its business communications with powerful collaboration tools.



A. MENARINI

## Menarini Diagnosticos, S.A.

Menarini Diagnosticos, S.A., founded in 1978 in Spain, aims to meet the growing needs in clinical diagnostics and preventive medicine by providing state-of-the-art diagnostic systems.

Menarini Diagnosticos, S.A. has solidified its position in the in vitro diagnostic sector, thanks to the leadership achieved in various areas where it operates.

Since its inception, its hallmark has been to always offer products of proven quality, as well as the commitment to service from a dedicated team of over 160 people.



## The challenge

Menarini Diagnósticos S.A. had a traditional telephone platform without real-time collaboration features, which limited the ability to manage employee mobility and hindered the optimization of their corporate communications.

In this context, Menarini Diagnósticos seeks to implement a renewed, agile, flexible, and secure communication system adapted to the new digital workplace. Therefore, they decide to migrate their telephone system to a unified communications platform, equipping their entire nationwide sales network with collaboration tools that allow them to stay connected from any location and device through a single application.

Additionally, with the goal of enhancing customer service and maximizing productivity, they were also looking for a tool to monitor and report the flow of each call.

*"At Menarini Diagnósticos, we have a long history of providing quality customer service, which is why we strive for continuous improvement in our processes every day, so that our customers can benefit from this pursuit of excellence. The migration from analog telephony to IP telephony has allowed us to optimize all our communication processes, both internally and externally, to achieve more centralized and higher quality management."*

**Albert Abellán**  
Director of Logistics, Purchasing, and General Services at Menarini Diagnósticos S.A.

## The solution

Once the project requirements were identified, Instel provided and implemented a unified communications solution that maximized the productivity of internal and remote users through an easy, intuitive, and scalable platform.

For this purpose, Avaya's solution was chosen, a leading manufacturer in unified communications environments. A redundant, virtualized, and highly available platform was implemented, and a contact center application was integrated to obtain real-time information about call traffic.

The supplied and implemented elements were:

- **AVAYA IP OFFICE SERVER EDITION Unified Communications Platform.** A modular platform that integrates voice, video, instant messaging, meetings, conferences, and enterprise-grade collaboration. It consists of a primary server, a secondary server that increases capacity and provides redundancy, and an IP OFFICE 500 V2 platform that acts as a gateway to connect additional lines and extensions.
- **Avaya Workplace Softphone Application.** A unified communications application compatible with Android, iOS, Mac, and Windows, offering users real-time collaboration capabilities and bringing all the functionalities of a desktop phone to any type of device.

## The solution

- **Avaya Call Reporting Application** for call monitoring and traffic. A powerful tool that allows viewing and generating call reports, real-time agent monitoring, and creating future agent competency-based routing. A feature-rich tool that provides significant value without the need to invest in contact center solutions.
- **Avaya Voicemail Pro Voice Mail Server**. An application integrated into IP Office Server Edition that offers auto-attendant and voicemail features. It allows high customization in routing based on the company's needs (based on selections from a menu, calling number, database lookup, etc.).
- **AVAYA J100 Series IP Terminals**. IP phones that offer a variety of applications and functions for unified communications. They provide a flexible architecture that reduces energy costs by being powered through POE and offer compatibility with Gigabit Ethernet.

## Benefits

### Corporation

- Technology modernization. It has a cutting-edge and robust communication system.
- Simplification and improvement in communication efficiency.
- Promotion of mobility through communication from anywhere and any device.
- Increase in productivity thanks to the integration of all communications into a single source.
- Optimization of the service provided by the network of sales agents. It has powerful monitoring and reporting tools that allow them to scale call flows, improving the quality of service offered by the company.

### IT Department

- Scalable and secure communication infrastructure.
- Simplified and intuitive administration.
- Cost reduction in hardware infrastructure by having a virtualized platform.
- Redundant architecture that guarantees availability and service quality.



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