

GO ON
STEP BY STEP



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A Firm Belief in the Future or How Technology Can Become a Tool of Success

Ecomedia's sales performance necessitated constant rental of additional floor space – with an attendant negative impact on operating processes. With the construction of a new logistic center, Ecomedia has created the ideal operating conditions to ensure the ongoing success of the company's business.

>>> Company profile

Ecomedia AG was founded in 1986 in Ebmatingen, ZH. Since 2004, the company has been headquartered in Nänikon, ZH. From the outset, Ecomedia AG, with its broad range of printer accessories, has positioned itself as a partner for the specialized retail trade. One of the first milestones in the company's history was the successful acquisition in 1987 of the KEYMAX General Agency with a product range of compatible ink ribbons, toners and inks. A further significant step was taken in 1993 with the company's initial distribution contract for original components. Since that time, Ecomedia AG has recorded robust growth. The company's product range has been resolutely expanded to include new printer accessory brands, as well as new product groups such as data media and P-Touch. Today, Ecomedia AG offers Switzerland's broadest range of consumer materials for

printers under one roof. With a workforce of more than 70 employees, Ecomedia achieves annual sales in excess of CHF 150 million. The company's share capital totaling CHF 500,000 is entirely in private hands. <

>>> Industry profile

The consumer materials for printers market is a constantly growing industry with a rapidly changing product range. Such a market environment means that suppliers like Ecomedia must always offer an up-to-date and easily identifiable product range. Ecomedia occupies a market-leading position in Switzerland for inks, toner and ink ribbons. The major competitive factor within the industry is printer know-how, including the relevant consumer materials. In this context, knowledge of older models plays a particularly important role. According to expert estimates, the market volume for printer accessories in



Headquarter Ecomedia, Nänikon



An efficient and intelligent logistic is possible with brilliant technology solutions.

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Hochleistungs-Switch

Switzerland is currently between CHF 400 and 500 million. Ecomedia has no competitors offering a comparable product range and services on the Internet. <

>>> Products

Ecomedia's product range encompasses consumer materials for printers, fax machines and typewriters, with a particular focus on all major-brand inks, toners and ink ribbons. Currently, the company's database includes over 40,000 records for printer models and over 6,000 accessory articles. The information accessible within the database ranges from the most modern machines to almost 100-year-old typewriters and represents an important source of information for specialized retailers. <

>>> Target group

Ecomedia's target group is exclusively comprised of resellers. With the exception of a small number of customers in public administration, the company's products are delivered only to specialized office equipment and IT dealers, stationery shops, and specialized discount stores. <

>>> Increased efficiency thanks to comprehensive planning

In November 2003, Ecomedia commissioned T&N to handle the planning and implementation of all activities pertaining to operating communications and networking at the new logistics center in Nänikon. "It was extremely important for us to find a solution that would fit in smoothly with our own processes and that would guarantee the kind of flexibility required by a dynamic company like Ecomedia," explains Peter Bühler. "For this demanding task, we wanted only one strategic partner, which we found in T&N. Our contacts at T&N are reliable, competent, know how to listen and understand our needs. Our cooperation with T&N has proved extremely successful." <

>>> Customer requirements are paramount

We are an independent company – a fact that enables us to focus completely and utterly on the requirements of our customers. Moreover, thanks to our specialist network, we are able to provide our customers with a full range of services from A to Z – individually, comprehensively and efficiently. <



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In the case of Ecomedia, the following requirements were of particular importance for the logistics center:

- A reliable partner: Technical site management – planning – evaluation – implementation – customer care following completion of the project.
- A workable and efficient system tailor-made to meet our requirements.
- National and international access to customer data via IT and telephone.
- Secure, fast, effective network with complete redundancy.
- Voice solution with an availability of 99.99%.
- Modular, flexible solutions / efficient implementation / optimal price-performance ratio.

>>> Proper planning is already half of the project

Peter Bühler: "We consulted T&N at the very first phase of the project in order to ensure that the structural measures associated with the IT and telecommunications infrastructure would be integrated into the planning process from the outset. Then we sat down with T&N and made a list of all our future requirements. At this juncture, T&N's existing process know-how was extremely helpful. Following that, a framework for our security and availability requirements was integrated into the solution. And finally, we took a moment to reflect together: What do we really need? This process was extremely important. Although it cost us some time at the beginning, this was more than repaid in the project itself, because we received exactly what we required." <

>>> The availability of IT and telephony services is a major factor in ensuring customer satisfaction

Without properly functioning IT and telephony systems, Ecomedia would be unable to conduct its business. Consequently, particular attention was paid to this fact throughout the realization of the project. The following measures were resolutely implemented to ensure a high level of availability for all operations:

- Protection against fire and burglary.
- Climate control of technical areas.

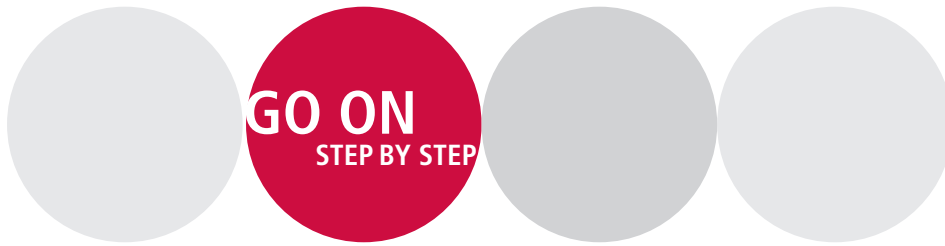
- Uninterrupted emergency power supply.
- Two separate server rooms.
- All relevant servers (including the VoIP server) were redundantly installed in both server rooms 1 and 2.
- Accessibility of network components via redundant lightwave conductors.
- Emergency concept and guaranteed intervention times by T&N.

>>> The foundation for all applications

The entire IT and VoIP infrastructure forms the foundation of all of the applications that run upon it. Like the e-business and ERP solutions, the ultramodern conveyor system that operates over two floors is dependent on the IT infrastructure. Thanks to careful planning, the staggered relocation also proceeded without a hitch. Since the move on 4 December, the fundament of the IT and telecommunications infrastructure has proved its worth. One of the management's central tasks is the continual reapplication of technology tools to ensure that business processes can be fulfilled. It therefore goes without saying that during this period the application processes were further refined and optimized. <

>>> Internet shop solution

With the relocation to the new logistic center, Ecomedia has taken a further step toward extending its market-leadership position. In this context, a major contribution has been made by Ecomedia's e-business solution, which ensures that the maximum potential of all new media is utilized, further cements customer relationships and optimizes the company's sales processes with pragmatic solutions. Particular attention has been focused on customer requirements. In a targeted manner, the solution supports everything that assists customers in selling the Ecomedia product range. The key element of the solution is the database, which not only contains product information but also enables all of Ecomedia's customers to enter their own article numbers and to display currently valid prices. In summer 2005, online sales accounted for more than 54% of overall sales. Ecomedia's future planning anticipates that this online sales component will be expanded over the next two to three years



to in excess of 70%. In addition, the integrated handling of data acquired online has an internal impact on the company's workforce requirements, given that all telephone, fax and written orders have to be manually fed into the system. As a result, sales per employee have increased substantially. <

>>> **Factors of success**

Ecomedia regards data quality, coupled with the fact that all data are stored only in one place, as the central factor of its success. This consistent approach supports a precise and coherent working environment. A further factor of significance is the company's focus on creating effective customer advantages; customers will only use applications when they can derive a clear advantage/benefit from so doing. In the case of Ecomedia, the sales achieved by the company demonstrate that the Web and the e-shop solution are held in high regard and extensively used by customers and thus represent clear added value. <

>>> **Special advantage of the solution**

The solution's special advantage lies in the ongoing development of ordering methods toward the direct transfer of data between customers and Ecomedia. The creation of a format-independent interface lays the foundations for a supply chain management solution for the specialized retail trade.

Further Information on Ecomedia's e-business solution is available at: <http://e-business.fhbb.ch/eb/publications.nsf/id/31> <

>>> **Reliability is a key factor**

The highly integrated e-business solution created for Ecomedia, as well as the VoIP office and call center positions, are the key factors in terms of customer access. With the realization of an intelligent network infrastructure and a VoIP solution integrating mobile communication, T&N has created a forward-looking solution spanning from planning and implementation to a fully operating system. <

Project performance and scope

Ecomedia's AVAYA Voice and extreme network infrastructure in Switzerland:

- Redundant AVAYA VoIP system S8700 with an availability of 99.99%
- AVAYA mobility solution
- Redundant extreme network
- Central, uninterrupted power supply for IT and VoIP solutions
- WLAN telephony
- Power over ethernet solution
- Network monitoring system
- Computer Telephony Integration (CTI)
- Snapware Software Personal Productivity solution with integrated Presence Manager
- Video over IP solution
- TV over the TCPIP network

Advantages

- High level of availability for the entire system
- Modularly extendable
- Low operating costs (TCO)
- Protracted availability of all media in a power failure
- Extremely flexible solution
- Enhancement of customer services thanks to optimal process performance
- Innovative, tailor-made solutions