estos
enables easy communication

Customer:
LANDWIRTSCHAFTSVERLAG

Industry:
PUBLISHING

> *The features of ProCall for Mac make life easier for us and are the right choice for our infrastructure with Windows and Mac based workstations. We would always make the decision to buy estos products again.*"

Thorsten Schmidt, Project Manager LV Münster

The Company

Landwirtschaftsverlag Münster employs **more than 500 employees** and publishes magazines, books and new media for agriculture and rural areas. With over 20 titles, it is the leading European specialist publisher for the agricultural media. In addition to the agricultural weekly newspaper Westfalen-Lippe and the leading national agricultural magazines **top agrar and profi**, the success story of **Landlust** is part of the publisher's extensive portfolio. With various online offers, such as the internet platforms **traktorpool.de** and **rimondo.com**, its own publishing house and twelve domestic and foreign subsidiaries and affiliates, the publishing house unites the entire range of rural media under one roof.

The Challenge

Landwirtschaftsverlag had clear requirements in the evaluation of a new communication solution. Their main focus was on maintaining the **heterogeneous computer landscape**, which consisted of **one half Apple Mac and the other half Windows based workstations**. Thorsten Schmidt, responsible for IT systems and infrastructure, and his project team compared the solutions of current manufacturers with the help of product specifications. In this case, features like **Outlook integration on Mac and Windows systems, hotkey selection, chat functions** and, above all, the **connection to the used CRM system** for the number resolution was decisive in their decision.

Company Profile

Customer:
Landwirtschaftsverlag GmbH

Location:
Münster
Zollikofen (CH)

Employees:
540, approx. 500 workstations with estos software

Landwirtschaftsverlag

The Solution

After exploring various communication solutions for the existing **Avaya Aura Communication Manager telephony system**, the decision was made to use software products from estos. **ProCall Enterprise**, the Unified Communications and CTI solution, immediately convinced Landwirtschaftsverlag Münster, so that after successful test installation on the Windows workstations, the publishing house's Mac computers were also equipped with the new CTI client ProCall for Mac.

The new version of ProCall Enterprise includes features such as **hotkey selection**, **reverse search** and a **conversation journal** as well as **Office integration**, **instant messaging** and **presence management for Mac workstations**. This function provides information about the availability of colleagues. The hotkey selection eliminates the need to manually enter phone numbers – the marking of an application (e.g. web page or Word document) is sufficient to set the call with a predefined function key.

ProCall for Mac is optimized for **Outlook 2011 for Mac**. Using the MetaDirectory directory service, the local **Mac OS X Address Book** could be connected to the deployed CRM system. This allows for efficient search results in all contact sources, directly from the ProCall client. In the event of an incoming call, employees can also see all of the caller's relevant contact information.

Project Data

Applications:
• ProCall Enterprise
• MetaDirectory
• ECSTA für Avaya ACM

IT Infrastructure:
• 100 % virtualisierte Serverlandschaft
• Verlags-CRM-System der Firma Intermedia

Telephone System:
• Avaya Aura Communication Manager

ICT Partner:
• Compart-IT Solutions GmbH
• Telemark Telekommunikationsgesellschaft Mark mbH