

NOVACOOP CHOOSES TECHNOLOGY AND INNOVATION FROM JABRA

Novacoop is a leader in the field of large-scale distribution in Piedmont, Italy and has 16 hypermarkets, 31 supermarkets, 13 superstores and employs over 4700 people.

THE DEMAND AND THE CHALLENGE

Novacoop s.c. was building a new Corporate Headquarters in Vercelli, merging the three headquarters at Galliate (Novara) and Leini (Turin), which until now had been unused. Novacoop's new headquarters had to rationalize the new business organization, reduce the technical costs through advanced technologies and give the approximately 250 employees a sense of change. The task of finding the best solution for telephony was entrusted to the Technical and Equity Management - Systems and Networks Area. The solution was one which had to be as innovative as possible, in line with the new requirements of smart and mobile working and one which would make users' day-to-day activities as comfortable as possible. By continuing to follow the company's goal and giving a further sense of change and innovation, Novacoop s.c has courageously decided to no longer use traditional desk phones, but instead to equip all users with Jabra headsets, as well as with high-performance audio conferencing devices.

CHOICE AND INTEGRATION

After a careful survey of VoIP products available on the market, Novacoop s.c. has chosen Microsoft's Unified Communication system: Lync 2013. Thanks to its partnerships with Microsoft and the valuable support of the system integrator that defeated the competition, Centro Computer in Cento, Jabra has positioned itself as an ideal companion to satisfy the needs of Novacoop for flexibility, innovation and increase in productivity. The integration of Jabra products, previously tested and positively evaluated by Novacoop itself, was simple, fast and took place without any particular problems. "The Novacoop project is a success born out of the innovative technological choice of the client, as well as our expertise

COMPANY

Customer:	NOVACOOP s.c
Website:	www.e-coop.it/nova-coop
Country:	Italy
Industry:	Large-scale distribution

PROFILE

Novacoop is a leader in the field of large-scale distribution in Piedmont and has 16 hypermarkets, 31 supermarkets, 13 superstores and employs over 4700 people. The total region of sales - covering Piedmont and Lombardy - is about 160,000 m². More than 750 thousand members are currently enrolled in the cooperative society - the members contribute, in terms of sales, over 74% of the total. In 2012 sales revenue amounted to €1.064 billion; of this, €368 million were as made in the supermarkets and €696 million in the hypermarkets.

BUSINESS CHALLENGE

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COMMUNICATIONS SYSTEM

Microsoft® Lync

JABRA SOLUTION

Products:	Jabra UC Voice™ 550 MS, Jabra UC Voice™ 250 MS, Jabra PRO™ 930, Jabra Supreme UC, Jabra SPEAK™ 510
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BUSINESS BENEFITS

- Reduction in telephony costs
- Flexibility and greater work efficiency



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Mauro Barranca, supervisor for Systems and Area Network Facility Management, Novacoop

and the quality of Microsoft and Jabra products”, comments Roberta Pareschi, Area Services Manager of Centro Computer. “The needs of enterprises have changed in as much as today they operate within global and complex networks. Quick communication, collaborating more effectively, initiating flexible working groups - these are the basic requirements for success in a company on the global market. In this sense, Unified Communications can help a lot provided that it is designed and implemented in a flexible and personalized manner”, concludes Pareschi.

PRODUCTS INSTALLED

After segmentation and analysis of user needs Jabra has proposed the Jabra UC Voice 550 mono MS headset as a standard solution for stationary workers, both for its convenience, comfort and for the value for money. The soft cushions, the wideband audio, the microphone flex, the light weight of the headset, the ease of use (plug & play) and, last but not least, the noise cancellation technology have all guided the final decision toward this solution.

For users who need to move around - secretaries, warehouse workers and receptionists - the DECT Jabra PRO 930 headset has been proposed. This headset can be directly connected to the PC and has a range of 120 m / 325 ft from the work station. It can respond from a remote location with a single click and benefits from a long battery life.

For people who are on the move both within and outside of the company and need to respond mostly with their cell phone, and sometimes their PC - such as commercial and IT individuals - the *Bluetooth*® Jabra Supreme UC MS has been chosen. In fact, thanks to the Jabra LINK™ 360 *Bluetooth* US adapter, users benefit from easy connectivity to the PC for VoIP calls. Voice control Noise Blackout™ technology 3.0, which significantly reduces background noise, a microphone arm with a patented release and an

ergonomic fit have made the Jabra Supreme UC the perfect companion for mobile workers at Novacoop. The portable speakerphone Jabra SPEAK 510 was chosen for meeting rooms and for work groups due to the possibility of making conference calls instantly and from anywhere, with both Microsoft Lync and smartphones and tablets, using *Bluetooth* Class 1 technologies (range up to 100 m/ 300 ft) and USB.

CUSTOMER COMMENTS

“As manager of the Department for Networks and Systems at Novacoop, I would like to express my complete satisfaction with the successful implementation of the new Unified Communications system, thanks to the support of Jabra as regards communications devices (headsets, speakerphones and headphones)” says Mauro Barranca, supervisor for Systems and Area Network Facility Management, Novacoop s.c.

“The use of a Unified Communications system has enabled Novacoop to cut down on the costs of purchasing and maintaining classic desk phones and, in many cases, even the costs of resources for providing support requests. Novacoop is the first cooperative in Italy of the Coop Group to adopt a total Microsoft Lync system and to not use desk phones. This was possible thanks to the support of the management and the Technical Area Manager, who believed in this innovative and ground breaking project. We have already been contacted by other cooperatives who want to view the new Unified Communications project with Jabra products at our new headquarters; to be seen as an example for excellence within the Coop Group is incredibly satisfying. Between June and September 2014, Novacoop will open two new retail outlets in the Turin area, which will be the first to use a Unified Communications system and to adopt Jabra equipment”, concludes Mauro Barranca.

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