

# Case Study.

## A VoIP enrichment of an existing PABX slashes costs.

### SOLUTION OVERVIEW

Tasmanian Alkaloids' traditional telephone network was prohibitively expensive to expand, and maintenance time and costs were an increasing problem. 3D Networks upgraded the existing PABX with VoIP hardware and software at a quarter of the capital cost of copper, and now relocating a phone is as quick and easy as carrying it across the site. Reducing telecommunications costs and downtime is critical to the company's productivity and customer service.

### CLIENT OVERVIEW

From its rural base, Tasmanian Alkaloids, a subsidiary of Johnson & Johnson, is the largest manufacturer of active pharmaceutical ingredients in Australia and the largest exporter of codeine and thebaine in the world. With its overseas competitors relying on lower wages and industry protection, Tasmanian Alkaloids has had to leverage technology to make it highly productive. Its world class facilities have been continuously improved and extended by an investment of \$12 million per annum in recent years. Yet the company recognises that its 195 professionals are its most valuable asset – and keeping them in close communication with customers and with one another is business-critical.

### CLIENT REQUIREMENT

With separate buildings spread across the 12 hectare campus-like facility, the time, effort and cost involved in relocating people was becoming prohibitive. While moving a PC was quite simple, relocating their telephone could involve repatching and rejumping at up to three wiring frames across the site. Updating cable records to meet quality assurance standards was an additional delay to providing a working service to the end user. Internal IT staff were also kept busy relocating, rearranging and repatching analogue ports for the limited number of Polycom conference phones which could be required at several of the meeting rooms onsite.

A recent building expansion brought the issue to a head. Copper cabling across the site is ageing and spare pairs to connect additional conventional telephony are scarce.

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TONY HALL Problem Management Analyst, Tasmanian Alkaloids



## THE SOLUTION PROPOSED BY 3D NETWORKS

Extending the conventional telephony system to the new building would have required new copper cabling at an estimated capital cost of around \$55,000. 3D Networks introduced Tasmanian Alkaloids to IP telephony, and was able to demonstrate that a simple VoIP upgrade of its existing Nortel Meridian 1 PABX would cost around a quarter of that in capital expenditure, and also provide significant savings in operational expenditure.

This simple upgrade – adding a Nortel IP line 4.5 core operating software to the conventional PABX – enabled 3D Networks to deploy telephony services wherever the data network extended, over existing fibre.

New Nortel i2002 desktop handsets complement the company's existing digital handsets, and Nortel i2050 softphones enable phone functionality from the PC desktop. A Nortel i2033 conference phone eliminates the cost and effort of providing traditional telephony in meeting rooms.

## BENEFITS OF THE TECHNOLOGY PROPOSED

### CAPITAL COST

"The total cost of the IP telephony implementation was about a quarter of the cost of deploying copper cabling to the new buildings," said Tony Hall, Problem Management Analyst at Tasmanian Alkaloids. "Implementing old-tech copper cabling would have only solved part of the problem and cost far more."

### PRODUCTIVITY

Tasmanian Alkaloids' internal IT staff are freed from routine and time-wasting jobs for more valuable core tasks. End users no longer need to wait half a day for a working phone system when they move offices, maximising productivity. Moreover, the IP handsets provide a seamless experience for users, with a similar look and sound to the traditional phones.

### OPERATIONAL COSTS

The reduced operational costs of maintaining and supporting telephone services in a campus environment are also substantial. "Setup and configuration of the IP handsets and softphones is simple and quick. The ability to unplug, relocate and reinstall a working handset on our site is now pretty well limited to the time it takes to walk across the site – no more rejumping of phones," said Tony Hall.

### RETURN ON INVESTMENT

"3D Networks have helped us augment our existing PABX and copper infrastructure to meet our existing needs," said Tony Hall. "We have the benefits of cost savings, efficiency and performance advantages IP telephony provides, without sacrificing our existing investment. And the potential is there for future migration to leverage the technology's remote site features, which will result in further reductions in operational expenditure."

## CONCLUSION

For a quarter of the capital cost of a traditional telephony extension, 3D Networks has worked with Tasmanian Alkaloids to eliminate a significant hindrance to productivity and slash its operating costs. With expertise in the design, implementation, maintenance, support and security of converged communications systems, 3D Networks has delivered the benefits of IP telephony through a simple and cost-effective enrichment of the company's legacy infrastructure. Increased efficiency, greater employee productivity and improved customer service will help Tasmanian Alkaloids maintain its global market leadership.



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TONY HALL Problem Management Analyst,  
Tasmanian Alkaloids



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