

The Benefits

Transferring to an IP-based communications solution has given TBA centralised voice and data communications, realising efficiencies across the organisation. "Not only are we saving money by using the wireless phones we are also experiencing real benefits in convenience, flexibility and mobility. At last we have a WiFi solution that is working well in our warehouse, but is also the focal point of voice and data integration in the firm," said Cook.

Via the Cisco IP WiFi solution, TBA Account managers on the road, interstate and in remote locations now have access to stock levels, business applications and other network resources - all in real time. The CallManager Conferencing feature allows TBA's remote workers and teams to communicate more effectively across a range of devices - wired or wireless - saving time and reducing costs.

Having gone live with Cisco IP WiFi technology, TBA has the future option of adopting wireless mobile hand held devices for staff to assist with dealer enquiries and the annual stock take.

"The concept of the annual stock take is just about gone as the new Cisco technology allows our staff to perform stock takes on a regular basis. This will reduce the amount of stock we carry, enabling us to order on-demand and reduce overhead costs," added Cook.

Ultimately, the new system has increased employee productivity and efficiency, provided a greater competitive advantage, and offers TBA a new level of business freedom and flexibility.

"Working with the IMC team provided us with the specialist networking and IP Telephony knowledge required to achieve the best solution for our business," said Cook.

Retail upgrade takes the yellow jersey

Case Study: Trek Bicycles Australia



David Cook,
Trek Bicycles Aust.
with Jason Withers,
IMC Communications.

AT A GLANCE:

Customer: Trek Bicycles Australia

Industry: Commercial

Challenge: Outdated communications system, delayed reporting, communications inefficiencies and escalating costs.

Solutions: Cisco IP Telephony, Cisco wireless access points, and security firewall.

Outcomes:

- ~ Centralised Voice Data Solution
- ~ Seamless mobility
- ~ Stock updates in real time

IMC Communications

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IMC Communications

An approved Cisco IP Communications Specialist

CISCO SYSTEMS


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Partner

For over 15 years, Trek Bicycles Australia (TBA) has been a distributor of Wisconsin-based Trek Bicycles and all other TREK family brands – now covering over 150 outlets, Australia wide. Trek road bikes are synonymous with Tour de France victories: Lance Armstrong claimed seven consecutive wins of the prestigious race riding a Trek Madone.

The sister company of TBA, family-owned, retail store Clarence Street Cyclery (CSC) has been in business since 1975, with a reputation for outstanding service and the recipient of Best Bicycle Retailer in NSW in 1999, 2000, 2001 and 2005. The retail arm of the group companies (CSC) gives the wholesale arm (TBA) a strong insight into the world of retail.

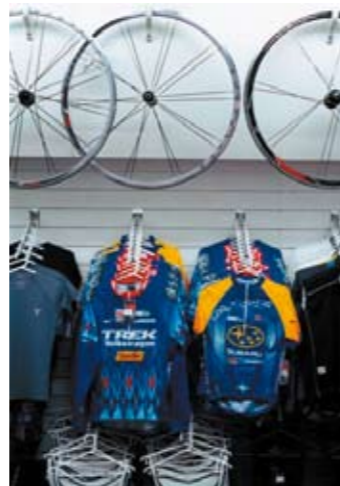


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The Challenge

With Trek Bicycle Australia rapidly expanding – distributing to 150 stores throughout Australia and growing – the business' existing communications model was cumbersome. Warehouse staff periodically communicated via mobile phones, at high monetary cost, and a lack of centralised data reporting meant the distribution business struggled to achieve a 'real-time' picture of stock levels and demand.

With the relocation to a new warehouse and the setup of a new Head Office in Rydalmere, NSW, the organisation saw an opportunity to increase productivity and improve distribution services via the adoption of new technologies.



The Solution

The company chose IMC Communications to design and incorporate an up-to-date networking and communications infrastructure, including Cisco IP Telephony, Cisco wireless access points, and a security firewall.

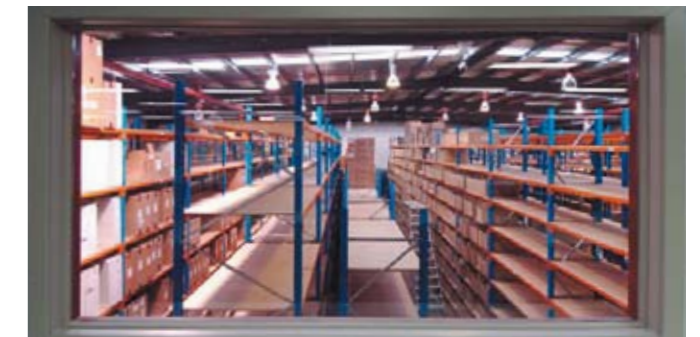
David Cook, Business Development Manager for TBA and head of the relocation team was particularly interested in the Cisco advanced IP Telephony system:

“Trek Bicycles in the US, with over 1800 employees, has implemented Cisco solutions for many years and I could see the benefit, now and in the future, in Trek Bicycles Australia adopting the same technology,” he said.

IMC implemented a Cisco Call Manager Express solution with 20 handsets in the office and warehouse. Via wireless access points and wireless handsets, staff can roam the warehouse and still remain available to the call manager server – replacing the use of mobile phones.

An employee checking stock of an item at rear of warehouse can now be contacted by simply dialing their extension. The new technology provides faster and more accurate shipment and information updates for staff and clients.

“In particular, it is the combination of IP telephony with WiFi technology that provides the added level of flexibility which is essential in a busy distribution and retail environment,” said Cook.



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