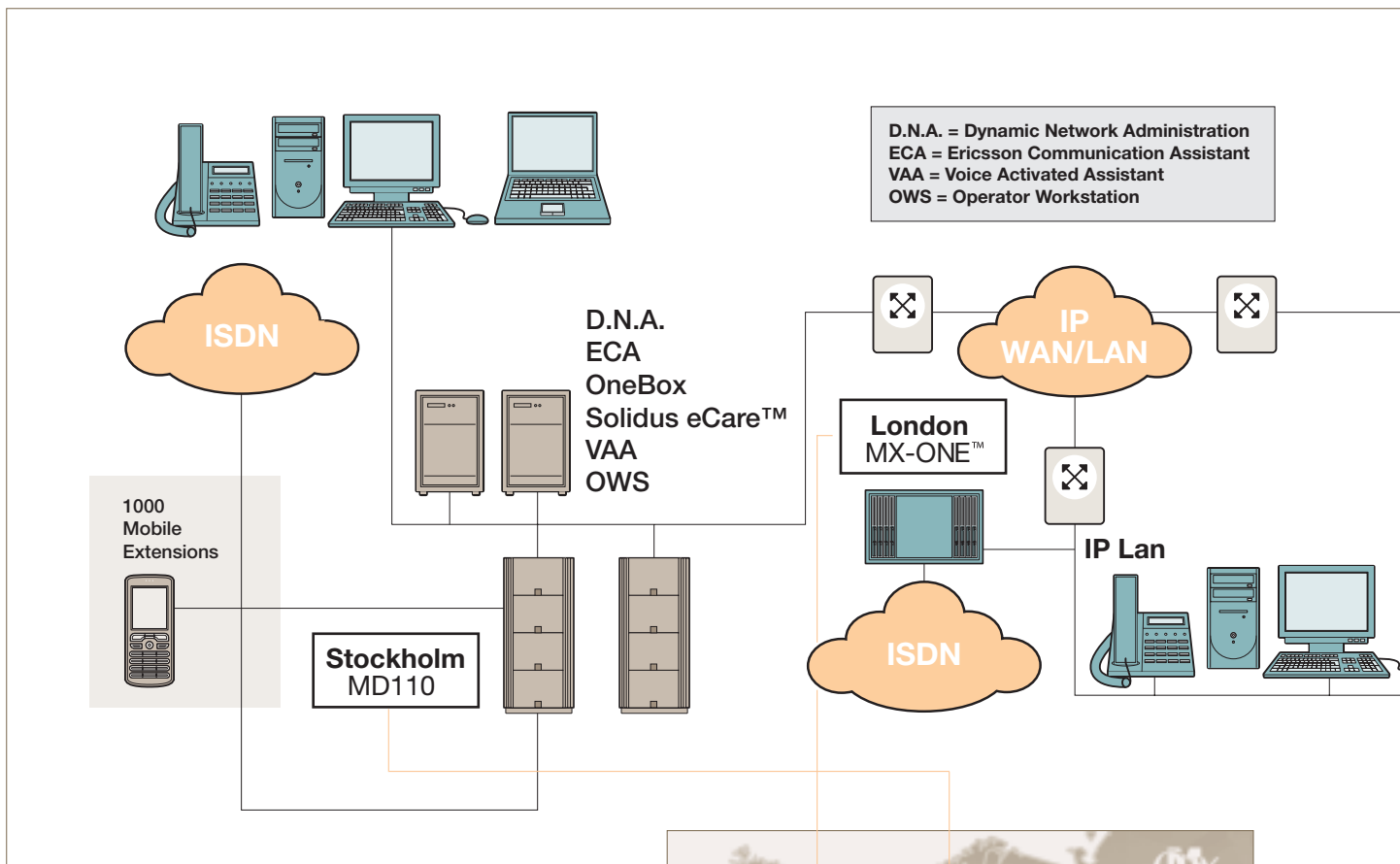




IP-telephony and mobility – the best of both worlds

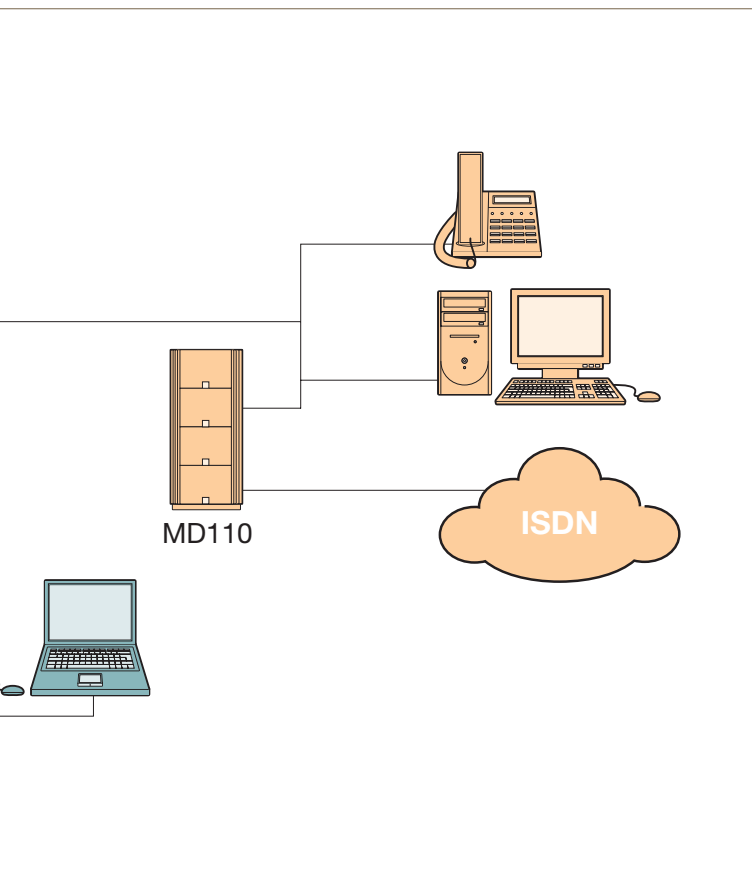
With the Ericsson MX-ONE™ server-based IP-PBX system, OMX combines IP-telephony and mobility in a completely convergent solution offering workers tailor-made personal communications, regardless of their location. The result is increased flexibility, cost savings and better cost control and optimization for the future.

OMX owns and operates the largest integrated securities market in Northern Europe and continues to grow rapidly. In 2002, the company had outgrown its existing premises, which were spread out over three locations in Stockholm. However, OMX's existing telephony network was not equipped to accommodate the company's expansion. In some cases it was not uncommon to have three handsets per employee. A radical solution was needed.



Björn Walman, Vice President of Facility Management, OMX, describes the company's business objectives: "We wanted to consolidate our business into a single building and be in total control of communication. We also wanted to review our IT environment and telephony, not just for the main office, but for the whole of OMX and invest in an IP-structure while retaining usability from our previous investments. OMX chose Ericsson because it could meet our demands for different communications requirements with a converged solution."

The company discovered a former Ford Motors assembly plant on Stockholm Harbor, which was renovated to create a super-modern, innovative working environment with solid communications solutions for every need. As OMX had been using the Ericsson MD110 communication system since the beginning of the 1980s, the customer naturally turned to Ericsson for a solution.



Full flexibility

OMX is the leading supplier of marketplace services and solutions for the finance and energy markets in Northern Europe. The company's activity includes operating securities exchanges in Helsinki, Copenhagen and Stockholm. With 1,400 employees in 14 different countries and around-the-clock operations, huge demands are made on flexibility and accessibility. Ericsson analyzed OMX's convergence and functionality demands and subsequently proposed an upgraded solution using MD110 as an IP-telephony and mobility base. The solution offered total flexibility and the ability to meet all of OMX's requirements regarding its employees and customers.

Ericsson is the main systems and communications solutions supplier, while its partner, TDC Dotcom has delivered the MD110 communication and support system. OMX chose Vodafone as a mobile operator, responsible for mobile traffic, service subscriptions and mobile connections support in the public network. The solution includes MD110, 1,000 Sony Ericsson mobile phones with Mobile Extension functionality and 300 IP phones, as well as a number of digital and analog units. OMX has also selected Ericsson OneBox for centralized message management and Ericsson Voice Activated Assistant (VAA) for voice-operated telephony. At OMX's London office, Ericsson's MX-ONE™ is used as a remote node for the Stockholm-based MD110 communication system. Based on this success, OMX is planning to introduce an IP communications solution in both Denmark and Finland.



“Ericsson is unique in being able to support technical solutions, regardless of whether this involves conventional telephony, IP-telephony, or hybrid solutions.”

Major benefits

Ericsson's One Phone solution means that employees only need one device for calls and to reach various help resources, systems, functions and terminals. The new system is user-friendly, ensuring that OMX's customers can reach any individual in the company using one single contact number.

OneBox manages all voicemails, together with emails and faxes, which OMX employees can access through Lotus Notes. Another advantage is that employees in London can use central functions in Stockholm, which simplifies administration and cuts investment costs.

“Wireless access to our PBX, using Mobile Extension, means we can cut our telephony costs by between \$200,000 and \$250,000 per year. All mobile calls are

routed via our MD110 communication system. Now a call to the United States currently costs just under \$0.04, regardless of where in Sweden the employee is located. The solution that Ericsson implemented offers OMX the best of both IP and mobile communications. We've achieved greater mobility, through quicker installation and a single network, as well as lower telephony costs," Björn Walman underlines.

A fruitful collaboration

The integrated solution chosen by OMX unites traditional and IP-telephony, maintaining previous investments in equipment and skills. This results in more simple and less expensive user movement, better cost control and lower costs for mobile telephony.

Björn Walman outlines the major benefits in operation: "Implementing the One Phone concept has been a great benefit to our employees. By doing this, we have achieved greater flexibility both inside and outside of the office. The One Phone concept has simplified the method of communicating and that has made us a lot more efficient." With fewer phones per user, the need for call forwarding has been reduced along with the workload for the operators. Service requests have dropped by approximately 50 percent and at the same time, the quality of service for end-users has gone up.

"OMX chose Ericsson because they could meet our demands for different types of communications requirements with a converged solution."

"Collaboration between Ericsson and OMX has worked very well over the years and we are more than satisfied. Ericsson is unique in being able to support technical solutions, regardless of whether this involves conventional telephony, IP-telephony, or hybrid solutions," concludes Björn Walman.



*Björn Walman,
Vice President of
Facility Management,
OMX*

Highlights

Customer

OMX, Sweden.

Customer Objective

Full mobility both in and out of fixed offices/buildings, for telephony and other support.

Ericsson Solution

- MD110 Convergence Communication System and MX-ONE™ IP-PBX
- One Phone Solution
- OneBox™
- Solidus eCare™ contact center
- Dynamic Network Administration (D.N.A.) and Ericsson Communication Assistant (ECA)
- Voice Activated Attendant (VAA) and Operator Work Station (OWS).
- IP telephones, Dialog 4000 range
- Sony Ericsson mobile phones

Customer Benefits

- Simplicity and user-friendliness: one contact number for OMX customers.
- Integration of mobile workers into corporate communication and IT
- Safe migration to IP
- Cost-efficiency.