



## CASE STUDY

**INDUSTRY:** Healthcare

**CUSTOMER PROFILE:**

Novartis Pharmaceutical is one of the world's leading health care companies with an aim to protect health, cure disease, and improve well-being. Novartis' mission is to discover, develop, and successfully market innovative products to treat patients, ease suffering, and to enhance the quality of life. The company also seeks to provide a return to shareholders that reflects its performance and to adequately reward those who invest ideas and resources in the company.

Novartis Pharmaceutical offers its products and services through its Pharmaceuticals outlets in Mexico. Novartis focuses on the following therapeutic areas: Cardiovascular and Metabolism, Neuroscience, Respiratory and Dermatology, as well as AGBU (Arthritis, Gastrointestinal, Bone, Hormone replacement therapies, Infectious diseases.)

For more information, visit [www.novartis.com](http://www.novartis.com).

**NEEDS:**

- ⊙ One system to unify methods of communication, especially between employees and clients
- ⊙ Enhanced external and internal access to voice mail messages received from customers
- ⊙ A stable platform offering ease of use
- ⊙ Complete integration with current legacy PBX (Siemens Hicom300)

**APPLICATION:**

Telephony Office-LinX (28 port system)

- ⊙ Auto Attendant
- ⊙ Unified Messaging
- ⊙ Presence Management
- ⊙ CTI Features
- ⊙ Voice Mail

**KEY BENEFITS:**

- ⊙ Realizing a return on investment
- ⊙ Solution can evolve with existing voice mail needs and grow in terms of future feature requirements
- ⊙ Delivery of future proof technology that satisfied immediate communication needs
- ⊙ Enhanced customer service ability

The biggest issue Novartis was looking to solve was communications between the company's employees and their customers. Novartis wanted to provide staff with the right tools to better access and respond to voice mail messages that were being sent on a daily basis from customers across the country. The company was looking to invest in a platform that satisfied its critical needs, including enhanced communication between customers and employees, and the ability to have external and internal access to all messages.



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**NOVARTIS** needed a solution that could offer immediate modularity, ease of use, and complete integration with its current legacy PBX, a Siemens Hicom 300. The criteria used to evaluate the potential solution were PBX integration, ease of use, stability, and a positive cost/value relationship in relation to the investment.

TDE del Norte streamlined Novartis Mexico's telecom network with a 28 port Esnatech Telephony Office-LinX Unified Communications platform which included Unified Messaging, Presence Management, CTI Features, and Instant Messaging desktop capabilities. The immediate benefit Novartis realized from investing in this platform was the ROI of the solution. The TOL solution was able to evolve with Novartis' existing voice mail needs and grow in terms of future feature requirements as well. TOL delivered future proof technology that satisfied Novartis' immediate requirements.

"We investigated everything before implementing the system and it totally met our expectations. Easy administration and maintenance even for end users the (with?) easy access through the system web client," stated Arturo Ordoñez, Director of IT and Telecommunications, Novartis Pharmaceuticals (Mexico).

### **SOLUTION PROVIDER:** TDE del Norte

Founded in 1988, TDE del Norte is a Mexican corporation that recognizes the importance of telecommunications for the development and competitiveness of companies. TDE del Norte offers integrated solutions, from the initial design and implementation to the maintenance of your telecommunications system. Their mission is to be the leader in offering integrated telecommunications solutions to domestic and international organizations, supported by qualified personnel and worldwide quality products and services. Visit [www.tdedelnorte.com](http://www.tdedelnorte.com) for additional information.

### **ABOUT OFFICE-LINX**

Office-LinX is a Unified Communications platform that integrates Messaging, Presence, Mobility, and Mass Event Notification into a single integrated solution. It is already tightly integrated with RIM BlackBerry, Apple iPhone, and Symbian devices as well as Microsoft Windows, Apple Mac, Pocket PC, Mobile PC, Exchange, Office, Terminal Services, and Outlook. It can be administered directly from an organization's Microsoft Management Console or through Terminal Services over the web. Users can be managed through Active Directory and Group Policy.

### **ABOUT ESNATECH**

Founded in 1989, Esnatech has been committed to developing advanced Unified Communication solutions that deliver core value growing organizations. Our mission remains to develop and provide industry leading communication solutions that integrate seamlessly with existing infrastructure and optimize the way businesses communicate. Esnatech communication solutions are designed for "real-time users" providing advanced features, investment protection, and platform upgrade capability without the planned obsolescence prominent in the communications industry. Esna Technologies powers over 40% of the telephony providers in the SMB market with its messaging, mobility, and presence platforms. Esnatech markets and distributes its products through global OEM and VAR partners in over 28 countries worldwide. For more information please visit [www.esnatech.com](http://www.esnatech.com).