

**Panasonic**  
ideas for life



**DbLine.it chose to adopt Panasonic IP technology to improve its communication infrastructure.**

**carnovali**  
TELECOMUNICAZIONI

**DbLine.it**  
Videogames

# DBLINE AND PANASONIC IP TECHNOLOGY

**Db-Line is an important Italian distribution provider in the Video Games Market, and is adopting IP technology with the help of Panasonic for the management of their internal telesales department.**

Founded in 1991, Db-Line started to operate its business in the distribution market by using innovative systems and the creation of the website [www.dblines.it](http://www.dblines.it) in 1996. With revenues of 59 million Euros in 2009, of which 20% is produced through its dealer B2B site, Db-Line stands as the third largest Italian distribution and as the sole global distributor of video games in the world market.



KX-NCP Unified Communications Platforms.

« The Panasonic KX-NCP1000 platform has all the characteristics that meet our needs »»

## In Search of Efficiency

Strong customer relationships, the constant search for new innovative products and meeting market demands as quickly and as efficiently as possible, are the foundation of the company's philosophy and culture. "For this reason" - says Domenico Genasetti, CIO of Db-Line - "the new home of Biandronno, town on the shores of Varese's Lake, was designed not only to enhance the space made necessary by the expansion of the business, but also in order to make room for all those technological tools that allow better performance of our work, and comfort and efficiency of staff. We consider that much of our staffs work involves business primarily on the telephone". "Telesales is the point of contact with customers that not only allows operators to follow the sales process by providing the tools needed, it enables them to resolve any operational issues in real time".

After evaluating some of the many solutions available in the market, the choice fell on the Panasonic KX-NCP1000, for a number of reasons: "Having decided to install a reliable IP telephony system and the proven stability of the system with many advanced business features. We wanted a system that operated with thin clients and was able to tightly integrate with our ERP system, (a package of applications developed internally over the years specific to our business) and, finally, that had an integrated answering system without the need for additional external equipment or systems. The Panasonic KX-NCP1000 platform has demonstrated that it had all of the features and functionality that we needed."

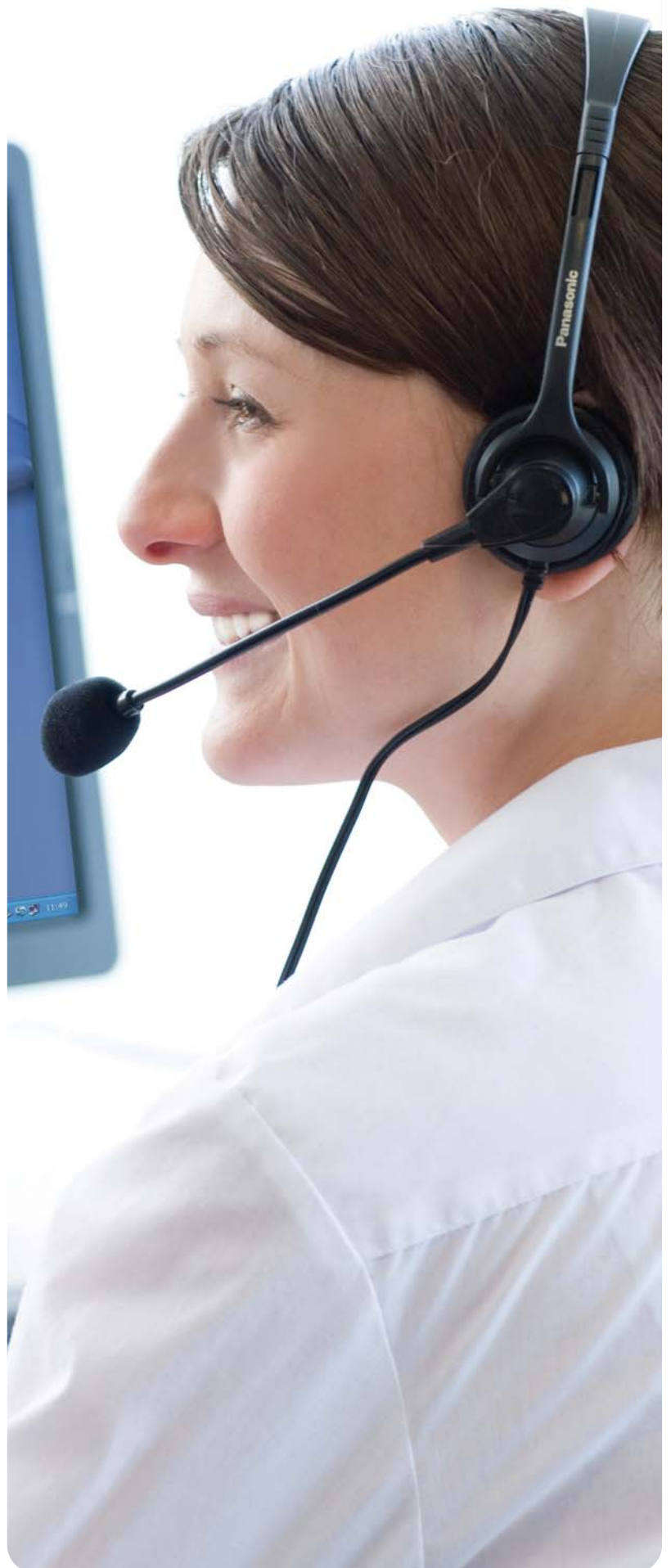
Thanks to thin client connectivity; a feature of Communication Assistant Pro software, operators are able to immediately see customer contact details, calls received, calls lost, calls waiting and dial from the customer database, all of which are easily managed with a simple click of the mouse.

An important aspect is the close integration between the PBX and the ERP system, which allows analysis of call traffic and system performance, this allows DB Line to significantly improve customer relationships in terms of speed and response to calls, thus giving great customer satisfaction.

### **In the near future...**

Next, given the flexibility of the Panasonic telephone system connected to the information system, we are progressing the next step to further increased integration between the two. "We are thinking" – Genasetti says "the ability to further automate the process of contact between our operators and customers and making available the possibility of telephone contact via the web sites e-commerce site with the click of a dedicated customer.

The mail system is another key vehicle for our business. In this sense, we benefit from the integration between the mail clients Microsoft Outlook and the Panasonic Communication Assistant Pro to manage incoming and outgoing calls directly from the Outlook address book, which helped to further streamline the activities of outgoing calls".



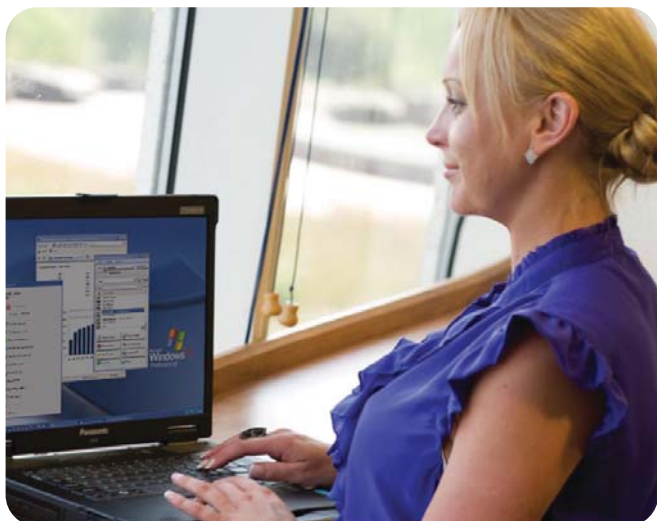


### Assigned products

- NCP1000 + Switch POE
- 30 x IP Phones + 5 SIP
- 1 x NT700
- 12 analogues (9 lines fax + 3 cordless)
- 1 PRI
- 4 lines ISDN for back up

### Conclusion

"There are many advantages of the advanced structured wiring with the PoE data switch to power all the IP phones. We have removed the switchboard as a result of automated attendant to give customers better options and direct them to the correct departments. From an operational level we have many more features than before as we have integration with the ERP, click to dial, call queues, remote workers connected with IP phones over the VPN to manage call traffic as if they were in the company Office, in addition to three VoIP phones that are used thanks to Wi-Fi. I would say the installation has been a great success and has helped us be more efficient in our daily business activities."



### Advantages

Thin Client features used with the CA Pro:

- Mobile Integration
- Auto Attendant Managed by TVM50
- Voice Mail Management by CA
- CA Supervisor to Control the Business and Commercial Statistics
- CA-Outlook Integration for Mail
- Use of ICD Groups for Commercial

For more information about Panasonic see:  
[www.panasonic.co.uk](http://www.panasonic.co.uk)

For more information about DBLine.it see:  
[www.dblines.it](http://www.dblines.it)

For more information about Carnovali Telecomunicazioni see:  
[www.carnovalitlc.it](http://www.carnovalitlc.it)