



Sea Change for Freight Company Case Study

The Client

CMA-CGM Shipping (Ireland) Ltd is the Irish agency for CMA-CGM & Delmas. Currently, it is the world's third largest container shipping company and is ranked number one in France. Operating a fleet of 375 vessels, including 101 company-owned, the Group serves over 400 ports around the world.

With a presence on all continents and in 150 countries through its network of 600 agencies, the Group employs 16,000 people. Its Dublin office employs 22 staff whose duties include sales, customer service, tracking imports and exports, container logistics and accounting.

The Challenge

When CMA-CGM's Dublin office was relocating premises and staff to a new office in August 2008, they wanted to use the move as an opportunity to upgrade their communications system.

Communications is essential to the company's day-to-day business: staff work exclusively online and are in constant contact via phone, e-mail and online data systems with its head office in Marseille. Because of the international nature of its work, broadband has to be fast 24/7 and its voice communication lines are in high demand. The new Dublin office needed an affordable, user-friendly and reliable source of business telecommunications including broadband and phone services.

The company's existing system consisted of a 100line PRA (a digital system carrying voice and data) with ADSL broadband and wireless Internet as back-up. It found that ADSL response times were slowing down as the contention ratio climbed- i.e. its internet bandwidth was being shared with other subscribers- and for more advanced telecommunications services like IP Telephone (sometimes referred to as VoIP) its current system was inadequate.

The Solution

Alan Horner, Managing Director of CMA CGM in Ireland says: "New premises meant that we had the chance to completely revise their system with minimum interruption. "

Horner, who wouldn't consider himself a "technical guy", says that the company's requirement was for technology that could handle voice and data through one solution and, as voice calls move towards IP Telephony, the company's policy was to take advantage of this technology to ensure more savings.

Horner says: "Our brief therefore was to select a telecoms company that could provide us with an IP Telephony service, including business-class internet and voice, all at a competitive price. We contacted three providers in total and asked them to submit their tenders."

After evaluating all three options, CMA CGM chose Magnet Business's VoiceNet Gold package and a 15mb broadband connection. VoiceNet is a business-class IP Telephony service enabling customers to harness the full potential of their high quality broadband link and to make significant savings in their overall communications costs.

In today's economic climate, cost is something that concerns all businesses. "There are very good cost savings to be made", Horner asserts. "To be able to bundle your entire internet and your phone down one line is ideal."

Because IP Telephony uses broadband (as opposed to traditional phone lines) to make calls, costs of international calls could be greatly reduced. Also, call duration is less of a factor for IP Telephony, resulting in lower phone bills overall. These advantages also have a knock-on effect of making remote-working more economical. Additional benefits included predictable monthly operational expenses through a fixed monthly fee; minimal cost when adding on new users and minimal disruption.

Installation took less than four hours once the phone lines were in place. "It was a fresh start and a seamless transfer. The higher speeds and uncontended lines offered by Magnet's service left us in no doubt that we made the right decision."

Some businesses are hesitant about IP Telephony, and Horner had been told about potential teething problems. "We were warned that the voice packets can be bad quality. But that hasn't happened. The quality has been very good."

Unlike many other providers of IP Telephony, Magnet Business does not use the public internet to deliver its service. Instead, Magnet uses its own private broadband infrastructure giving the end user the bandwidth needed to receive high definition voice calls without the problems that traditional VoIP companies have with jitter, delay and public internet routing. This makes for faster, clearer and more reliable transfer of voice services.

CMA-CGM has 2 satellite offices in Belfast and Cork. The company's longer-term plans are to implement Magnet's Voicenet service in these offices so that their inter-office communications are

seamless and cost free. As Horner says; "The more people using the system the cheaper your calls."

In advising other company's considering changing their telecoms services Horner says: "Before implementing VoiceNet, I wasn't aware of what Magnet's technology could do for me. Now I do and the benefits were clear from day one. For businesses moving premises, it's an ideal opportunity to change your set up."

About VoiceNet Gold

Magnet's VoiceNet Gold provides you with a fully modern phone system from one provider. For €706.00/month (Ex VAT) you will get super fast internet access (2 Mbps SHDSL - equal upload and download speeds), 4000 minutes of national and international calls and 400 minutes to Irish mobiles. For an additional €15/month (ex VAT) you can also rent enterprise level handsets (alternately you can purchase the handsets outright).

VoiceNet Gold includes:

*Onsite IP PBX
2Mb SHDSL Broadband
10 lines
National minute bundle
Mobile minute bundle*

About Magnet Business

Magnet Business, the business services division of Magnet Networks, was established to provide broadband connectivity and internet services to Irish SOHO, SME and corporate customers nationwide. Awarded ICT Telecommunications Company of the Year in 2008, the company has 39 unbundled exchanges nationwide as well as an extensive fibre based network in Dublin, Galway, Cork, Limerick, Waterford and Portlaoise.

Magnet Business also offers standard DSL and Wireless broadband, voice and data, managed email, hosting, teleworking and remote access solutions. These services are available both directly and through a channel partner base consisting of IT maintenance companies, systems integrators and telcos.

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