

# Van Ameyde's IP migration : The Big Bang

## Smooth migration, but don't forget the business benefits!

*While the drivers to migrate from PBX to Managed VoIP can vary, for Van Ameyde the impetus was primarily external. A new client that used a direct contact market approach to customers – instead of intermediary-driven -- wanted Van Ameyde to handle the call centre functions for a new product. This innovation-oriented company was pleased to take on the challenge. But while the migration worked out successfully for Van Ameyde, Arjan Smedeman comments that a more complete business case would have allowed the company to benefit from all the advantages earlier.*



*Arjan Smedeman, Director, (Zero)70 IT Services, Van Ameyde, first presented this Case Story at the BELTUG X-Change on Smooth Migration to IP, 4 May, 2010*

## CHALLENGES

### **VoIP offers good communication to clients...and end customers**

When a client approached Van Ameyde to set up a new call centre to better meet its changing market approach, the company knew it needed to expand: both its space in its Rijswijk offices and its telephony functionalities. "It was really a new way of communicating for us as well. Instead of just being in contact with our clients, we also needed direct contact with the end-customer. This meant, for example, that one call completion was more important. We had to replace our old call controller, and install a system that could handle faster, multi-channel communication. At the same time, our PBX was at its end of life, and we needed a future-proof solution". That solution was VoIP, provided by a single Europe-wide operator/integrator: Easynet.

“Our calling costs haven’t changed, but our organisation has. People now collaborate much more closely, whether they actually sit next to each other or are physically far apart. We can better use our know-how and expertise.” *Arjan Smedeman, Director, (Zero)70 IT Services, Van Ameyde*



Van Ameyde, established in 1945, was the first independent pan-European claims management service provider. As a pioneer in cross-border and local claims handling, it takes its commitment to innovation seriously.

It offers a complete claims management solution, from small amounts (< 5 claims per year) to large (> 50000 claims per year) for its 500 clients throughout Europe.

Van Ameyde IT supports the company in its goal to be the most innovative and advanced claims management company in Europe, and strives to be an early adapter of new technologies. It focuses on new but proven technologies to support claims management.

## SOLUTIONS

### **Big Bang in a limited migration: overnight success**

Van Ameyde chose to implement VoIP only in its Rijkwijk site, which includes its HQ. But it did the migration in just one day. “A real Big Bang”, smiles Arjan. “All preparation was done in advance. We left the old PBX in place for a year in case we ran into major trouble, but we never did”. The technical migration itself was very simple, just switching from one phone to another. “The complexity is in the additional services, in integrating the telephony structure with the applications”.

Arjan also comments that it was important to future migrations to have a supplier that could offer identical services in all countries.

## LESSONS LEARNT

### **Listen to the needs of the business to reap the benefits**

Unfortunately, Van Ameyde saw no cost benefits from the migration. Arjan explains: “Our business case focused too much on the needs of a single client, and we just expected communications with other clients to fall in line. We couldn’t manage expectations, because we had no expectations to manage!”

But as he says, VoIP can be broader than just replacing old telephony. “We haven’t yet explored its full potential. Easynet is working with us, with workshops to investigate the possibilities. We did a great job implementing together, and now we will take it farther”. He adds that other offices around Europe will migrate to VoIP as their current infrastructures need replacement.