AASTRA TELECOM
DELIVERING INSTALLER-FRIENDLY CONFIGURATION SOFTWARE

Challenges

Aastra needed to simplify installation of core product to remain competitive

Complex, expensive and embedded terminals had become unpopular

Customers demanded easy-to-use, standalone configurative software

Solution

New software can be remotely operated, reconfigured and upgraded 24/7

Planning and configuration can be achieved using ISDN network

System operation is protected and can be maintained offsite

Result

Unique software acts as product USP, retaining and growing Aastra users

Software can be bundled to improve product usability

Fast, wizard-based installation process appeals to new customers

Client

Aastra Telecom Schweiz AG is a Swiss subsidiary of Aastra Technologies, a leading global provider of telephony technologies based on open standards. Aastra products cover the full spectrum of telephony equipment, including telephone terminals, private branch exchanges (PABXs) for businesses, and a variety of network access terminals.

> "We needed a business partner who would manage our projects from start to finish, who would make sure that everything stayed on schedule and on budget. That is what Reksoft does for us."
>
> Bernd Jobes,
> Head of R&D Applications,
> Aastra Telecom Schweiz AG

Challenge

Aastra urgently needed to overhaul its core product, the Ascotel business telephony system, to maintain competitiveness. More complex, expensive, embedded configuration terminals had lost favour among the important customer base of telephony system installers, who preferred the faster, cheaper and more flexible systems increasingly offered by Aastra's rivals. To broaden Ascotel's appeal, Aastra decided to develop standalone, off-the-shelf software, designed to simplify the configuration of their next-generation PABXs. The new, installer-friendly software would be known as the Ascotel Information Management System, or AIMS.

- Aastra needed to simplify installation of core product to remain competitive
- Complex, expensive and embedded terminals had become unpopular
- Customers demanded easy-to-use, standalone configurative software

Technology

C++, Borland C++ Builder, Microsoft SQL Server, InstallShield 12 Premier

Type of service

Product R&D, product maintenance, development, testing

Scale

50+ man years

Timeframe

1995 – ongoing

Solution

In its development of AIMS, we produced the configuration software Aastra's business had long demanded. Today, AIMS manages the Ascotel ISDN telecommunication system, regardless of time or location. Planning and configuration can be done remotely by a telecom specialist and downloaded via the ISDN network. Remote access also allows for the system to be easily reconfigured and upgraded at any time, adapting to changes in organisational structures and work processes. The capability of offsite system operation is guaranteed with a remote fault alarm and remote maintenance.

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Result

AIMS has played a major role in the success of Ascotel, streamlining the successful migration of existing Aastra customers to Ascotel PABX, as well as directly contributing to sales where these products are bundled. Installers have benefited from a convenient, wizard-based installation process and, having received positive feedback at exhibitions and from end-customers, many now consider the software to be Ascotel's unique selling point. Today, AIMS is extensively used all over Europe, wherever Ascotel PABX systems are installed.

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About Reksoft

Since 1991, Reksoft has been building great teams to develop, migrate or maintain complex, mission-critical software.

We have mastered the dynamics of distributed software engineering, developing a workflow and methodology that improves our performance on every key customer metric, including product quality, time to market, budget adherence, project transparency and issue resolution.

That's why over 97% of our clients come back for more.

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