

Case Study – KX-TDA

Star Refrigeration

Five Star Performance



“The experience we have seen of installation, staff training and reliability has been first class.”

Graham Stuart, Operations Director, Star Refrigeration

Star Refrigeration is the leading independent provider of industrial refrigeration plant services and after-service in the UK. The company's markets encompass food production and cold storage, brewing and distilling and building services, the petrochemical and pharmaceutical industries as well as leisure and ice-themed activities. Essentially, if there is a need for industrial refrigeration, Star can supply and service it.

Star operates from a corporate, design and manufacturing centre in Glasgow which supports 10 branch offices spread throughout the UK ranging from Bristol and Oxford in the South and West, to Norwich in the East, and Manchester and Newcastle in the North. To provide fast, reliable access to the company's central knowledge base and systems, Star Refrigeration took a strategic decision to establish a company intranet, which involved major investment in IT hardware and software as well as a more defined telecom strategy. With such a project, Star followed its usual approach of identifying an external specialist to establish requirements, define a solution and work in alliance with the company to implement the chosen solution. The specialist in this case was Scott Baird of NCS Ltd.

Like Star Refrigeration, NCS is also based in Glasgow and has a nationwide UK presence. They are one of Panasonic's largest resellers in Scotland and have been a Panasonic premier partner for the past 11 years. NCS supplies the KXTA, KXTD and the new KXTDA advanced digital and IP system. Scott listened to Star's plans and provided a company-wide review of its telephone systems. He introduced Star to the concept of VoIP (Voice over Internet Protocol) and the company immediately saw the long-term benefits. The VoIP card is an excellent and cost-effective means of linking

remote sites whilst providing a seamless operation with true desk-to-desk dialling.

As a result of Scott's review, Star decided to upgrade its branch telephone system using equipment which was scaleable according to the size of any branch and which would deliver VoIP. The company selected the Panasonic KXTDA system. To date, this has been installed in five of Star's 10 branches, a further branch is awaiting installation and the company expects all branches to be completed by the end of this year. Graham Stuart, Operations Director at Star Refrigeration commented that, “The experience we have seen of installation, staff training and reliability has been first class.”

Star is particularly pleased with the VOIP, DDI and scalability features of the new system. Although the system comes with voicemail, Star has not activated this as it prefers to maintain a human presence with customers and suppliers at all times, probably the only time a refrigeration company doesn't leave its customers in the cold.

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