Cargo Airline Migrates to IP Telephony to Enhance Freight and Logistics Services

CASE STUDY

Lufthansa Cargo overhauls its North American infrastructure with the NVT Phybridge switch innovation.

Executive Summary

Lufthansa Cargo AG
Industry: Transportation
Location: 20+ Across North America
Number of Employees: >5,000

C H A L L E N G E
- Centralize its call control management.
- Infrastructure overall could be costly and time-consuming given their need to be open 24/7.
- No disruption to operations.
- No technical staff at most locations.

S O L U T I O N
Avaya solution power by NVT Phybridge Long Reach Ethernet switches.

R E S U L T S
- Leveraging existing infrastructure eliminated all disruptions and risks.
- Secure network with a separate physical path for voice.
- Overall improvement in the ability to manage call control centrally.
- Eliminated on-site call control from most locations and moved to private cloud.

P R O D U C T   L I S T
NVT Phybridge Switch Series

If there's one thing Lufthansa Cargo knows about business, it's the importance of reliability. In 2012, the airline hauled 1.7 million metric tons of mail and freight across the world, selling 12.5 billion revenue metric ton-kilometers. Such an impressive amount of business simply wouldn't be possible if the airline was undependable.

Among the world's leading cargo carriers, Lufthansa Cargo employs 4,600 people across the globe while serving more than 300 destinations in 100 countries. The airline focuses on the airport-to-airport business, operating with its own fleet of freighters, the belly capacities of passenger airlines and an extensive road feeder service network.

In 2010, Lufthansa sought to upgrade the telephony infrastructure at its 22 locations dispersed across North America. Together, those locations required 550 end-points.

Challenge

Each of the company's North American locations were equipped with their own centrally-managed phone systems that were monitored locally. Most of these locations lacked any technical staff on-site. Understanding the importance of reliable communications, Lufthansa wanted to centralize its call control and management in order to allow a team of technicians to be able to quickly make changes or corrections as needed.

Lufthansa hired a telecommunications consultant to help figure out the solution that made the most sense for the company. Because each of Lufthansa's locations were in an airport setting, the consultant said that it would be very costly and time-consuming to overhaul their communications infrastructure via the airport authority approval process.

When searching for a solution, Lufthansa faced some barriers and concerns about its migration to IP telephony. The company was worried about what kind of impact a new solution would have on its existing infrastructure. Additionally, decision makers expressed concerns over costs, physical limitation, technical support requirements and also wondered whether they could upgrade telephony while leveraging their existing network.

Lufthansa was most concerned about undergoing a successful migration to IP telephony while freeing up resources to invest in applications. Additionally, the company wanted solutions that ensured quality of service regardless of data network loads and ensured voice continuity regardless of network downtime. Other priorities the company considered before their migration to IP Telephony included:

- Reducing the complexity associated with managing a new system;
- Eliminating deployment disruptions and risks;
- Allowing for a seamless transition to the new infrastructure; and
- Lessening the stress on Lufthansa's staff.

The consultant told decision makers at Lufthansa about the NVT Phybridge switch innovation, which allows businesses to leverage their existing infrastructure while

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Karl Hammes, Project Manager – Lufthansa Cargo AG

upgrading to IP telephony. The technology delivers Ethernet and Power over Ethernet four times further than traditional switches.

Solution

Lufthansa decided to go with the NVT Phybridge solution with Ayava phones following a demonstration and partner testing by Carousel Industries. The mixed deployment began in earnest toward the end of 2010 and took about a year to complete.

The company went with NVT Phybridge because their solution eliminated all deployment disruptions and risks, created a separate physical path for voice, ensuring quality of service and voice continuity and reduced the complexity and stresses associated with revamping communications infrastructure—all in an affordable, predictable and repeatable way.

"The Carousel solution allowed Lufthansa Cargo to move forward with our telecommunications project, eliminate all of the various systems and consolidate onto a single platform with centralized call control and management," explains Karl Hammes, Lufthansa's project manager. "NVT Phybridge was extremely helpful from both a customer care and technical support perspective."

Results

Hammes said that although there were some bumps in the road during the deployment of the solution, overall, everything has performed well. A full cutover was achieved over the course of a year at all of Lufthansa's North American locations, and the airline is a happy customer.

"There are no call quality issues to report at this time," he says. "Without NVT Phybridge, this would not have been possible."