

Gibson Guitar needed to maintain their edge by implementing Microsoft's new Office Communications Server (OCS) for unified messaging. The challenge was integrating their Call Center operations with OCS.



As the world's leading manufacturer of musical instruments and musical technology, Gibson's systems and infrastructure are held to the same standards of excellence and bleeding edge breakthroughs. Gibson endeavors to produce and use nothing but the best which helps them maintain the competitive advantage.

Gibson's reputation for quality as well as its profitability comes from the spirit of innovation. So in 2008 Gibson decided to upgrade their Communications infrastructure and implement Microsoft's new Office Communications Server at its world-wide headquarters for VoIP and unified messaging. Gibson was even featured at Microsoft's Worldwide Partner Conference in 2008 as a showcase OCS deployment.

Gibson quickly realized the chasm between their call center operations and the new OCS implementation. The challenge was to find a Call Center and Gateway to integrate their existing communications across 14 locations with 1,800 employees to Microsoft's OCS. Gibson also wanted to leverage their existing investment in Microsoft technologies.

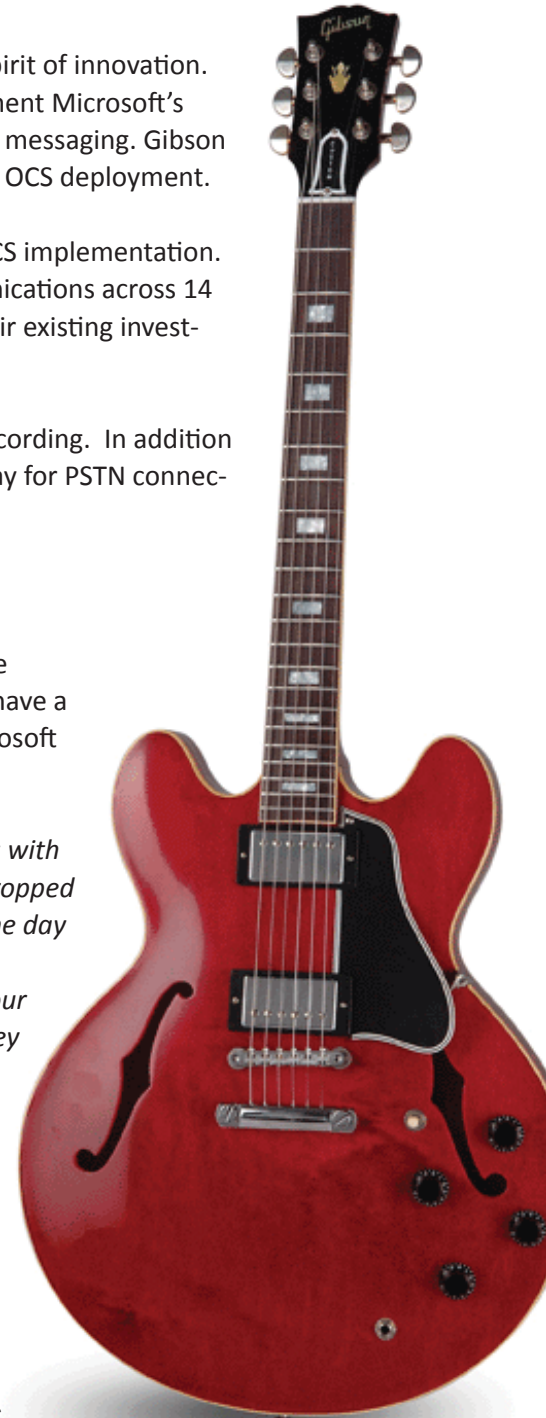
AltiGen was selected for its ability to provide intelligent routing, supervision and call recording. In addition to functioning as the call center, AltiGen also providing an integrated, intelligent gateway for PSTN connectivity to both the call center and the OCS server.

AltiGen's partnership with Microsoft aims to break down the traditional walls between disjointed communications systems. Microsoft's Office Communications Server offers a revolutionary advance in the way we communicate and collaborate. As The VoIP Phone System plug-in for Office Communications Server 2007, AltiGen enables companies to have a complete, pre-integrated real time voice and messaging system – all based on the Microsoft platform.

"Once I received the AltiGen server, it was installed and ready to go in a couple of hours with little programming. An AltiGen engineer remoted in and installed the updates while I dropped the phones off at desks. By the time I got back, I was setting up extensions the very same day I received the hardware. Microsoft OCS changed our company culture completely. And although there are other companies out there that offered similar solutions to tie into our OCS (and I tested them all) none of them even came close to the AltiGen solution, so they were simply the best of both worlds all wrapped up in one. In one day I seamlessly integrated our OCS with our call center/voice gateway. "

Eddie Martinie, Gibson Information Technology Manager

AltiGen, the leading provider of Microsoft-based Unified Communications, enabled Gibson Guitar to continue excellence with a true unified communications solution for the 21st century.



The leading provider of Microsoft-based Unified Communications

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