



Success Story: GBA Group × IPD

One solution for 16 locations: How the GBA Group centralized its cloud-based telephony

16
locations

505
UC user

~800
used Ports

Challenge

In 2020, the Gesellschaft für Bioanalytik mbH (GBA Group) faced the task of standardizing and centralizing its corporate telephony infrastructure. Until then, each of the affected 16 locations had its own telephone system. The GBA Group's IT managers wanted to eliminate the decentralized structure and instead create a unified solution for all locations.

The disadvantages of the old decentralized structure were obvious: The available providers could not provide a technically and economically viable connection at every location. The result was a mix of different connections and technologies. Among other things, the system included ISDN lines, Ethernet Connect

connections, and a large number of analog end devices. This complicated day-to-day administration and made uniform management of the communications infrastructure nearly impossible.

The GBA Group's goal was therefore a future-proof, scalable, and centrally manageable solution. Since the technical requirements at the locations were not identical everywhere, the company placed particular emphasis on flexible connection options to different providers. Other decisive factors in the selection process were the ability to connect various end devices, the cloud-based approach, and reliable and competent support.



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Mario Frick | IT Project Manager at GBA Group



Solution

The decision was made in favor of IP Dynamics and innovaphone's flexible telephony and Unified Communications platform. The decisive factor was that the solution fully met the requirements mentioned above. At the same time, the combination of the technical solution and the support behind it was convincing. "For us, it wasn't just the technical platform that was decisive," explains Mario Frick, IT Project Manager at the GBA Group, "but also the prospect of a long-term, partnership-based collaboration with a provider capable of addressing individual requirements. That's why we chose IP Dynamics." IP Dynamics set up a centralized telephony and UC

solution from innovaphone for the GBA Group and deployed it from its own cloud. The migration to the new solution was implemented quickly and seamlessly. Thanks to continuous coordination between the GBA Group and IP Dynamics, outstanding issues were quickly resolved, and the rollout at the individual locations was completed on schedule. "The thorough preparation, close communication, and structured implementation helped ensure that we were able to carry out the transition successfully and, from our perspective, completely seamlessly," said Mario Frick.

"We find their communication to be accommodating, solution-oriented, and goal-driven. When we have questions or technical requirements, competent contacts are available to us, so we can address our concerns directly at any time."

Mario Frick | IT Project Manager at GBA Group



Result

Today, the solution is used by a total of 505 UC users across 16 locations of the GBA Group. In total, the GBA Group has approximately 800 ports. This has significantly improved the work environment within the company. The GBA Group benefits in particular from the centralized administration and the improved clarity of the system environment. In addition, the cloud solution offers maximum flexibility. Through centralized phone number management and the bundling of rate plans, the GBA Group not only gains a better overview but also a means to optimize costs. "Our collaboration with IP Dynamics has been thoroughly positive," summarizes IT Project Manager Mario Frick. "We find their communication to be accommodating, solution-oriented, and goal-driven. And our collaboration with technical support also works exceptionally well. When we have questions or technical requirements, competent contacts are available to us, so we can address our concerns di-

rectly at any time."

Having a reliable partner who responds to the company's needs and wishes and works together to find suitable solutions is a real added value for Frick and the GBA Group. This relationship built on trust forms the foundation for continued collaboration and planned future projects.

The GBA Group is currently planning further expansion phases based on the innovaphone platform. The company would like to gain even greater transparency regarding system usage and better understand how existing licenses are actually being used or how heavily individual end devices are actually being utilized. In addition, the GBA Group aims to further advance the integration of the telephony solution into Microsoft Teams. Further expansion at the existing locations is also being planned based on the current solution. IP Dynamics continues to support the GBA Group as a competent partner.