



CASE STUDY - FOOD

MBL FOOD SERVICES

Comscentre serving up for the food industry

Background

MBL Food Services is a food wholesale and retail distributor of meat and bakery products and machinery based in Western Australia. Starting a co-op of butchers, MBL is now a publicly listed company providing the Australian food service industry with everything from knives and seasoning, through to butcher equipment.

Solution

Comscentre partnered with MBL as the company was moving premises. It was apparent the business had outgrown the building and its existing technology. At the previous site MBL had used a digital phone system, which had limited functionality and little scope for expansion.

David Adams - General Manager - MBL Food Services

We moved premises in 2006 from an old building where it was difficult to install new technology to a two-storey site near Perth airport. We literally gutted the warehouse, removing all cabling and an old analogue telephone system, and started from scratch.

We could never have afforded to buy a Cisco IP phone system outright so this was an economical option for us. The system has given us a competitive edge, and puts us one step ahead of the game.

Comscentre provided MBL with a bundled package - the one-stop-shop, offering low capital expenditure for an IP solution, an upgraded infrastructure, as well as the convenience of a managed service.

Without their own IT department, Comscentre was able to provide technical troubleshooting and ongoing maintenance to MBL for the life of the contract. Comscentre deployed 40 Cisco handsets from the 7912, 7940 and 7960 series. The lease arrangement also suited MBL's cashflow requirements.

Nigel Barrow - Sales - Comscentre

Lease arrangements help avoid technology obsolescence and mean the client can upgrade at any time. Upgrading to leased infrastructure has a lot of business benefits for an organisation like this, as instead of finding capital budgets to roll out a new site they can just add it to the existing agreement.

Results

David Adams - General Manager - MBL Food Services

Telesales and reception staff are also happy with the Jaba headsets as it means they are no longer desk-bound and can move between departments.

The system is easy to navigate, call clarity is good, and because it's IP-based we only need one cable - these are just some of the benefits.

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