

# IPBRICK

## Sector: Retail

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### THE CUSTOMER

Cora is a retail group based in Belgium, founded in 1974. It is part of the Louis Delhaize Group, a retail Group which owns several supermarket and hypermarket chains internationally. Corporation owned brands include Match, Profi, Truffaut, Ecomax, Animalis, Sovena and Houma, as well as Cora-branded hypermarkets. In Romania, the first hypermarket Cora was open on the 1st October 2003, representing an investment of 50 million Euro. By 2008 Cora Romania had 3 hypermarkets in the country selling 400 million Euro worth of retail that year. As of 3 October 2013, Cora has twelve hypermarkets in Romania.

### THE CHALLENGE

By mid-2009 Cora was seeking a solution that, in the short term, would reduce the costs of their international calls and in the long-term would easily integrate with other Communications servers in future hypermarkets. All without a major investment in SIP terminal equipment, as they already had an infrastructure which included around 350 analog telephones.

### THE SOLUTION

The proposed solution is the IPBRICK.GT, the Unified Communications Central - that ensures VoIP communications by connecting to the existing telephony centrals. Facing this challenge, Cora is using the IPBRICK Solution - Fax2Mail & Mail2Fax - that enables automatic forwarding of incoming faxes to email accounts. In addition, the IPBRICK.GT also connects to the Internet Telephony Service Providers (TISP), which then forward Cora's calls to other local VoIP providers in various countries, around the world, which in forward the calls to the local PSTN network.

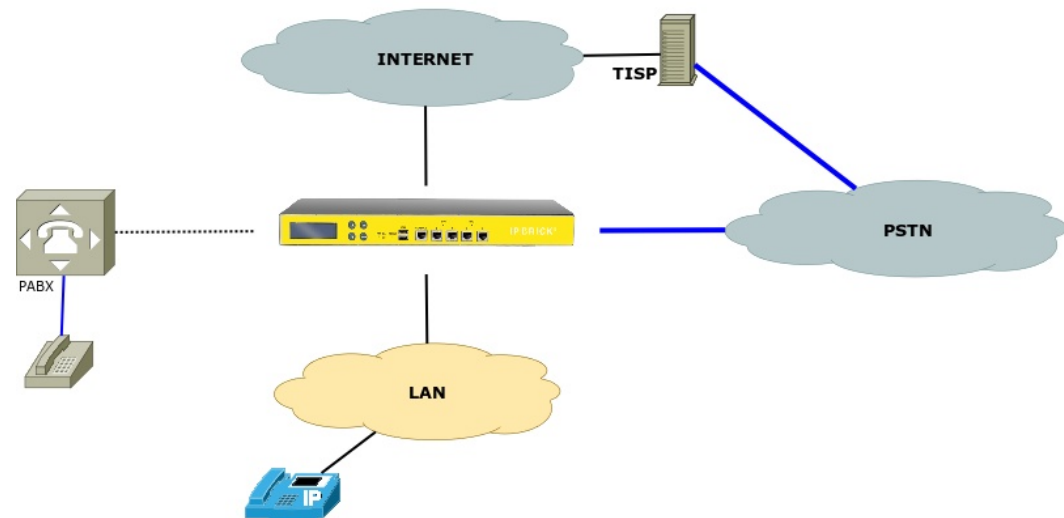
## Multifaceted Technology

# IPBrick Linux - Intranet Solutions, Security and Communications

AI faxes entering Cora Group network accounts are delivered by e-mail using IPBRICK.GT.

This drastically reduces the communication costs of these long-distance calls, often to just price of local calls.

This project was done in Try&Buy terms and IPBRICK just excelled in all the agreed KPIs, with a fraction of the cost of adopting any other system. After this first successful project with Cora, the IT personnel of Cora discovered how easy it is to change anything related with their telephone network and how easy it is to integrate it with any other IPBRICK.GT. Since this first collaboration, all Cora hypermarkets are equipped with an IPBRICK.GT as their IP PBX, Media Gateway and Fax Server.



IPBrick is the result of IPBrick International R&D work, a portuguese company founded in Porto in 2000. Apart from IPBrick Linux Servers, we also produce two innovative softwares - iPortalDoc, an effective system of document management and workflow - and iPTicket, a trouble ticket system. These products are presente worldwide through a network of partners across all five continents.

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