



Lorentzen & Stemoco

Improved global collaboration and market position

“ Working with Orange is a pleasure, they understand global infrastructures, time zones and 24x7 customer service. Their pricing for SIP trunking is very competitive, and the voice quality is excellent. Orange is helping us to compete effectively in a very fast moving and dynamic market. ”

Lars Henrik Folke Ossum
CIO
Lorentzen & Stemoco

Highlights

- Leading global provider of shipbroking and consultancy services
- Headquarters in Oslo, Norway; over 100 consultants; offices in eight major cities worldwide
- Global player in a dynamic industry means information and personal contacts are business critical
- Experiencing voice quality issues with legacy provider; using mobile-to-mobile for quicker and better connections despite the high costs
- Chose Orange Business Talk IP access with IP VPN upgrade for voice
- Supports competitive position, enhances voice quality and lowers mobile costs
- Microsoft Unified Communications to place phone calls from remote PCs



**Business
Services**

Lorentzen & Stemoco

- shipbrokers and consultants since 1919

Issues and challenges

Lorentzen & Stemoco is a leading provider of shipbroking and consulting services. Its 100 employees manage a global operation that works with ship owners and companies that require bulk transportation around the world.

The company operates in an unregulated and dynamic market where information is valuable and personal relationships are business critical. Being out of contact is not an option; the brokers operate on a 24x7 basis and will use the best communication tools they can, despite cost implications.

With a legacy phone system delivering poor voice quality out of Singapore, employees were using mobile-to-mobile, globally. With the majority of calls being internal, the company identified that first, it needed a replacement solution and second, and more importantly, it was not utilizing modern communication and collaboration tools to help maintain its ability to react and its competitive position.

The decision was made to use Microsoft OCS as just a phone system initially, but knowing that it would provide a strategic platform for collaboration tools such as IM and presence. However, when local providers proved unable to grasp the worldwide nature of its business, the company needed to find a global partner.

The objective

Enhance voice quality and support global communication.

The Orange Business Services solution

- Business Talk IP access (SIP trunking) – fully managed VoIP for Microsoft telephony
- IP VPN upgrade for voice
- Start point in Singapore, which has no PBX; short-term rollout to London, Oslo and Shanghai
- Service management
- Program management

The benefits

Utilizing Business Talk with SIP trunking has delivered significant business benefits to the company and created a platform for the future use of collaboration technology.

Simple, cost-efficient solution

- Simple, standard technology
- Global solution with high voice quality
- Singapore delivered on budget and on time (~3 weeks)

Simplified management

- One contract, one provider
- Consistent processes worldwide

Future-proof platform

- Ready for unified communications tools
- Full utilization of technology to support the business

Significant cost savings

- No capital investment: consolidated telephony infrastructure with no on-site PBX in Singapore office
- Reduced TCO and rapid ROI

The results

- Global solution with high voice quality
- Platform for unified communications tools
- Free inter-company calls and less expensive off-net calls
- One contract, one provider
- 24x7 support

“ Local providers couldn't understand the global nature of our business, whereas Orange does and has provided a platform for our future use of modern collaboration technology. Within our company, Orange has moved from being a supplier of network infrastructure to a solutions partner. ”

For more information about Orange Business Services, visit www.orange-business.com

For more information about Lorentzen & Stemoco, visit www.lorstem.com



**Business
Services**

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