

# tiptelnews

## EDITORIAL

Dear business partner,

the IFA 2013 trade fair is over and with it, the autumn and Christmas business is in full swing. We take this opportunity to provide you with the latest news from Tiptel. Now, you can focus on the right products and therefore get a perfect vantage point for the most sales-boosting quarter of the year.

This issue of the tiptel news focuses on the new IP telephones tiptel 3110, 3120 and 3130. Behind these products lies an extremely complex development work made by a highly qualified and engaged team, which we would like to introduce. Also the production takes place in Ratingen and therefore, the tiptel IP phones, are premium products "100% made in Germany". A major sales argument since individual requirements and requests can be quickly realized.

We would like to invite you to read about some successful examples of companies, which have already switched over to the tiptel IP telephones – with different telephone systems.

Stay informed with the new tiptel news!

Enjoy reading!  
Jürgen Taplick

## High-tech in top quality: developed and produced in Ratingen, Germany

### All topics at a glance



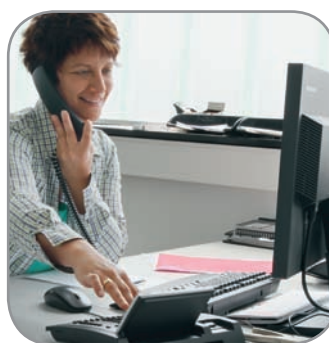
R&D department and production of the new IP telephones  
3110 – 3130: high-tech "Made in Germany"



SIP Centrex certification of  
the new IP telephones



Success story 1:  
Coronex Electronic GmbH



Success story 2:  
Rossittis GmbH



Trade fairs:  
review

## The R&D department of Tiptel and the production of the new tiptel IP telephones stand for high-tech “Made in Germany”

The dedicated R&D team of Tiptel.com GmbH Business Solutions stands for technology on the highest level. Together they prove that first-class quality and functionality are realizable in Germany. The team has designed and developed the new premium telephones tiptel 3110, 3120 and 3130, as well as the additional keypad tiptel KM 27 in Ratingen. The devices are also produced in Ratingen by an associated manufacturing company.



*Tiptel's R&D Department in front of Ratingen headquarters. Here the new IP telephone family has been developed. The production takes place in an associated manufacturing company.*

The advantages for the customer are obvious. Individual requests can be realized quickly and efficiently due to a close cooperation between production and R&D department. Therefore, the firmware, for example, can be adjusted to the individual requirements of the telephone system or provider. Different kinds of Auto-provisioning, Push XML for individual design of the user interface, an open SIP-Standard, HD-Voice as well as a brilliant clear display are of course integrated.

In developing its IP telephones, Tiptel benefits from the long-lasting experience in the area of ergonomic telephones for special requirements. This knowledge was transferred consequently to the IP telephones. The results are a high user-friendliness of the interface, excellent acoustics and a functional, elegant design next to a long-lasting quality of housing and handset at the same time.



*Production in Germany enables high flexibility.*

## **Certification for the Tiptel IP telephones**

### **Tiptel s.a.r.l. and 3CX entered into a partnership**

Tiptel s.a.r.l., located in Voisins-Le-Bretonneux near Paris, supports 3CX effectively in France with the distribution of their products. Since September 2013, Tiptel is a value added 3CX distributor for the French market and for this reason takes care of the distribution as well as the technical support, licensing and training for the partners.

France is the third-largest market for VoIP telephony in Europe. Since 1997, Tiptel plays a key role in this technology. Hence, the cooperation with 3CX was a logical conclusion. Tiptel does not only stand for the necessary technical qualification, but also for a qualified support, which will facilitate 3CX the market entrance in France.

### **The Tiptel IP telephones: Certificated for the IP Centrex solutions of Deutsche Telefon Standard AG**

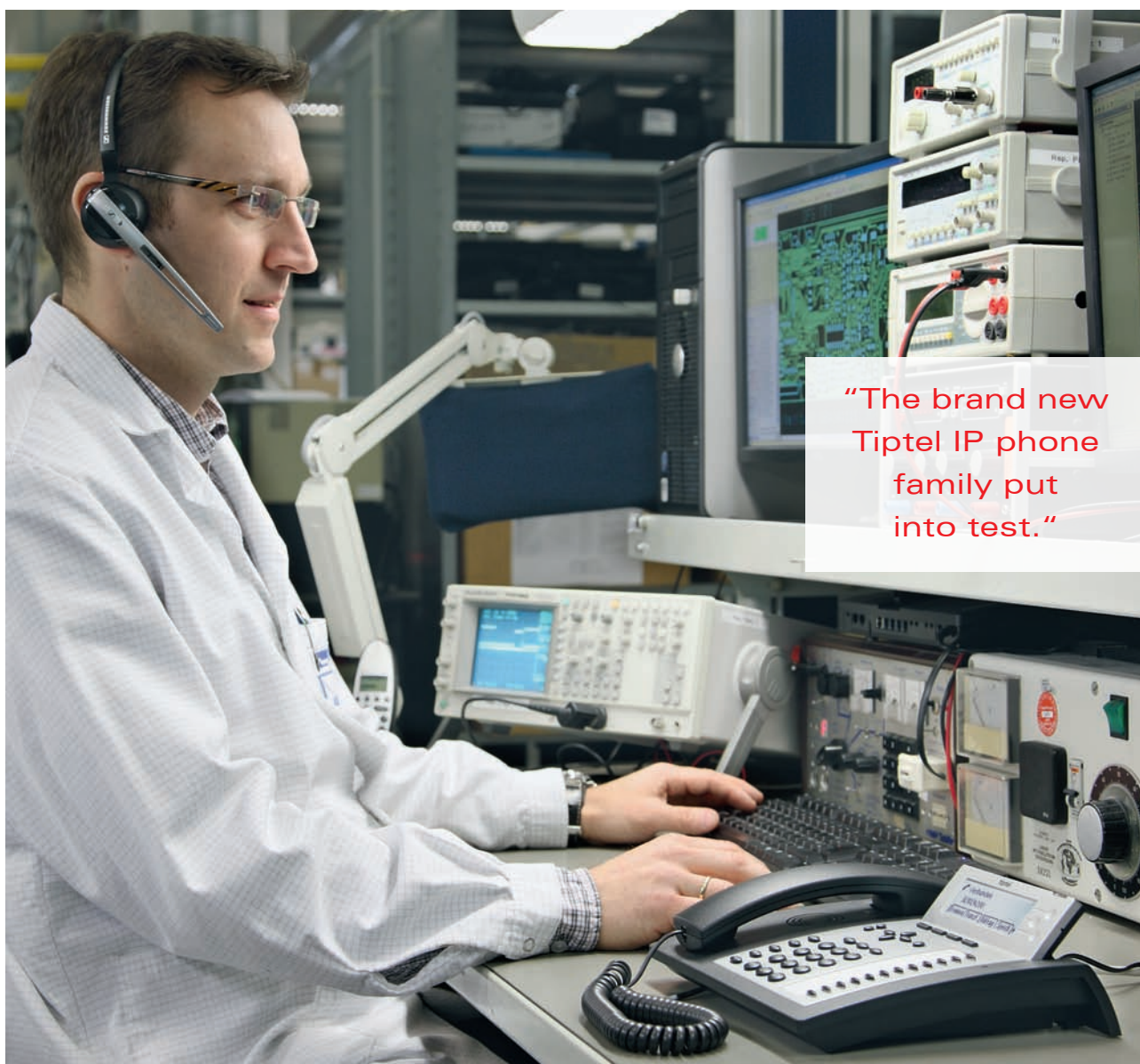
With the Deutsche Telefon Standard AG (DTS), Tiptel has one of the major providers of IP PBX systems as a partner. The SIP PBX CentrexX of DTS is one of the most modern and most efficient central telephone systems (IP Centrex) from the Cloud. With this powerful cooperation, the two companies, which are located near the Rhine, stirred up the market by convincing the customer with quality in the daily communication.

## Smooth transition to the new Tiptel IP phones at Coronex Electronic Manufacturing Services

In connection with an innovation campaign the EMS provider Coronex Electronic GmbH has recently decided to build a new IT network to strengthen their internal infrastructure. In this process also the Gigabit Ethernet as well as the infrastructure with Power-over-Ethernet (PoE) has been installed – the best conditions in order to benefit from the advantages of IP telephony.

This was the ideal opportunity for Tiptel.com GmbH Business Solution to realize a reference installation. A template for the 3CX telephone system was provided to Coronex by Tiptel. The integration of the approx. 80 IP telephones was made without any complications. The telephones were automatically configured using auto-provisioning and are being remotely maintained.

Essential features of the IP telephones, ensuring an optimized work flow at the manufacturing service provider, are the alphanumeric keypad, the XML-Control and the DHSG/EHS interface, allowing the use of a DECT headset. The handy alphanumeric keypad guarantees quick access to



*Adam Michalski, test engineer of Coronex, uses the tiptel 3110 with DECT headset.*



*In the Coronex Accounting Department Tomislava Brajkovic and Stefan Gellert use the tiptel 3130. They profit from the alphanumeric keypad for example when they are looking for a subscriber in the phone register.*

an external telephone book. Using the Action-URL the forwarding rule profiles can easily be accessed, and the cooperation within groups can be simplified. This includes among other things the busy lamp filed (BLF) or the pick-up option to accept calls.

As an essential convenience feature the 3CX telephone system provides the firmware update. Thus, the updates of all functions are installed automatically.

For the employees of Coronex Electronic GmbH the transition to the IP telephony went by almost unnoticed. After a short briefing on how to use the new telephones tiptel 3110, 3120 and 3130, everybody involved was able to take full advantage of the benefits of the IP telephony.





“The alphanumeric keypad of the tiptel 3130 allows the best possible flexibility.”

The wholesaler for natural stones Rossittis uses the IP phone tiptel 3130.



## The leading wholesaler for natural stones, Rossittis, trusts in Tiptel's IP telephones for their business communications

The decision for the IP telephones tiptel 3130 was made during the CeBIT fair in March 2013. In August 2013 the majority of the ordered telephones were already connected to the STARFACE telephone system at Rossittis. They ensure a smooth communication both at the company headquarter in Holzwickede, close to Dortmund, and at its two branches in Weyhe and Walldorf.

The family-owned company Rossittis was founded in 1898 in Dortmund and has its origin in the processing and lying of natural stones. Today they are one of the biggest European importers of natural stone and quartz. Rossittis has changed from a conventional phone system to an IP solution. The telephones had to have an alphanumeric keyboard and had to be compatible with the STARFACE telephone system. Behind this lies the request for the highest possible flexibility with regards to the functions and to the telephones. When the new IP telephones tiptel 3110, 3120, 3130 and the extension module tiptel KM 27 were shown for the first time, at CeBIT 2013, Rossittis did not hesitate.

Corresponding to the large customer base the telephone book of Rossittis comprises several thousand entries. Here the sales department benefits from the XML-Browser of the tiptel telephone, which provides a quick access to the contact data. To ensure a balanced workload for the sales representatives a group connection has been set up and incoming calls are allocated among the group members. At the same time each employee has its own extension. If this line is busy, the calling person hears the busy tone.

The additional extension module KM 27 offers Thomas Rossittis the possibility to see easily the level of telephone activity of each team member. "An additional option I would like to see on the STARFACE system is the possibility of showing me incoming calls while I am already talking on that line. But requests like this are manageable and just show the complexity of the interaction between the telephone and the telephone system", says Rossittis and adds: "In the end it is the user, i. e. a human being, who is the problem, because he or she has to leave the familiar pattern and learn something new. This is no criticism but the daily challenge we face."

## Review

### IFA 2013 – heavy rush at the booth from Tiptel

“A great success”, summarizes Jürgen Taplick CEO of Tiptel.com GmbH Business Solutions the IFA 2013. “We are very proud of the huge number of people, who are interested in our products.”

This year, many customers visited Tiptel’s exhibition stand to see and test the award-winning telephones for senior citizens, which are easy to use. They frequently remarked in amazement: “Is it really that easy?”

A real crowd puller for the specialist retailers were the IP telephones tiptel 3110, 3120, 3130 as well as the additional extension module tiptel KM 27. Those retailers mainly commented the noble design, next to the well-arranged and comfortable menu navigation.

### STARFACE partner day 2013: tiptel IP telephones are certificated for the operation with STARFACE telephone systems starting in December

Tiptel attended the STARFACE partner day in Karlsruhe on 11 September 2013. About 150 participants attended this industry meeting, which took place for the seventh time. Horst Bernd Elsche, sales manager of Tiptel.com GmbH Business Solutions, was highly delighted about the interest in the IP telephones tiptel 3110, 3120 and 3130. STARFACE announced the integration of the telephones in their IP PBX until the end of the year 2013.

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