

Success Stories

Giochi Preziosi S.p.A.

Target: Cutting Down the Phone Bill.

The Company

Giochi Preziosi started in 1978 as a company in the wholesale toys trade. In a period of time spanning 20 years, between successful management and eventual merging with some of the most important toy companies in Italy, Giochi Preziosi became the incumbent leader in the Italian market.

In 1990, they started up a Hong Kong branch that is constantly working together directly with Giochi Preziosi's Marketing and Research and Development departments, corresponding daily to realize new products in conjunction with some of the most well-known Chinese toy manufacturers.

During these latest years, additional companies were also born out of collaborations and joint ventures with major companies in many different locations in still yet more countries.

This Toy "Empire" now saw the beginning of some important branches like GIOCHI PREZIOSI ESPAÑA, GIOCHI PREZIOSI FRANCE, GIOCHI PREZIOSI GERMANY, GIOCHI PREZIOSI GREECE and, last born but certainly not least: GIOCHI PREZIOSI EAST EUROPE (Poland, Hungary, Czech Republic, Slovakia, Estonia, Latvia, Lithuania).

Their "need"

Giochi Preziosi's primary need was cutting the bill regarding international phone calls, in particular to reduce telephone expenses for outgoing calls to the other company's branches. Giochi Preziosi was looking for a solution that would be progressive, setting up easily and that would not force the company to deal with the extremely high, existing and steadily climbing infrastructure of its management costs.

Installing Skype

At first, we evaluated implementing into the company's phone exchange, different VoIP solutions, but existing differences between Giochi Preziosi's branches both in size and in the different kinds of phone infrastructure persuaded us to reject each one of these other solutions. **Skype**, the global internet communications company, that already allowed over 144 million people to make free calls to anyone else, anywhere in the world, on Skype, through the ingenious use of the Web, proved to be the best solution for Giochi Preziosi because it was both a money-saving way to make phone calls and a software that could be easily be set up in all of the company's branches. Skype's benefits could also be extended to include all communications with clients and suppliers.

Installing Skype in the company's network could have been a problem for several reasons:

- **Updating:** A need to update new software, new patches and new releases for all of the company's clients.
- **Security:** There is a non-scan-able "tunnel" between client and external user that allows installed Skype users access to chat and file transfer functions.
- **Bandwidth:** The need to control how much bandwidth is used.
- **Headsets and microphones:** A need to give each individual user a headset or a USB phone.
- **Productivity:** A risk in terms of lowering users productivity: working at the same time both with Skype and with a traditional phone it would become really difficult because they could easily ring contemporarily.
- **Phone book:** Using Skype would not allow having a centralized phone book.

The Solution

This need to cut the international phone bill was surmounted by introducing Skype linked to Skip2PBX to the company in a way that permitted complete and seamless integration of Skype with the phone system already used in the company and allowing it to run close to 100 simultaneous lines.

Skip2PBX, in fact, showed to be the ideal solution for many of the problems Giochi Preziosi had to resolve. Skip2PBX simulates local lines in a clear way, creating a "gateway" between Skype and the company's traditional telephone exchange. Skip2PBX answered all of Giochi Preziosi's phone requirements while offering:

- **Updating:** A unique and central point for installing and updating and, for this reason, not interfering with the network's clients.
- **Security:** Positioning in the Skype gateway's specially designed "demilitarized area".
- **Bandwidth:** More control regarding the number of contemporary connections.
- **Headsets and microphones:** Users can make Skype phone calls using their traditional desk phones.
- **Productivity:** No impedence to users' productivity.
- **Phone book :** Skip2PBX allows a centralized phone book.

The Skip2PBX solution was set up only in company headquarters at first, but this installation allowed Giochi Preziosi to immediately buy some SkypeIn numbers (30€/year) which provided a great saving also on incoming calls both from others branches around the world as well as from staff working in remote locations (exhibitions or hotels).

Skip2PBX, also accommodated Giochi Preziosi's need to have a progressively implemented product: "At first in fact, we started with setting up just two lines, in a trial version, and now, after two months, we have six active lines and we are waiting for a new ISDN card for the phone exchange. We are planning, also, in a very short time, to install Skip2PBX in the Hong Kong and Shenzhen offices, another server that will allow to set phone expenses at zero between three major company branches.

Results!

It is not easy to calculate exactly how much money Giochi Preziosi will save by installing Skip2PX linked to Skype, but we can list some situations which further illustrate the company's benefits using Skype. We can certainly try to forecast a savings percentage:

- **Outgoing phone traffic from headquarters:** We can estimate a savings percentage of about 70%. Savings of course grow to 100% by making Skype-to-Skype free phone calls.
- **Incoming phone traffic:** We save money not only on outgoing phone traffic, but we reduce the phone bill also at separate company's branches where we use a SkypeIn number. Using Skype for incoming phone traffic will help us save about 70%.
- **Staff working abroad or in remote locations:** It is a little more difficult to precisely evaluate SkypeIn use by employees while engaged in business travel using Skype through landlines or with mobile phones with the various local SIM cards. But these savings are definitely there!

PC Service

PC Service began in Perugia in 1997 out of an agreement between highly skilled people regarding technicalities, systemic problems and commercial delivery in the fields of computer science. This agreement between people coming from such a diversified area permits PC Service to offer companies and clients a set of services which completely cover the "IT" sector. PC Service has three different branches: Perugia, Terni and Pistoia. The company is organized into Networking, Security, Firewall, Hosting, and IP Telephony divisions. One of their most innovative products, created by the continuous research for useful and innovative solutions for companies, is **Skip2PBX** which enables companies to call with Skype and because of Skype's particular tools and low rates, permits them to enjoy its biggest benefit, saving money by making free phone calls.

Learn more about PC Service at www.pcserviceumbria.it and Skip2PBX at www.skip2pbx.com.

Skype

Skype is the world's fastest-growing Internet communications company, offering unlimited free voice, video and instant messaging communication between all users of Skype Software. With over 180 million registered users, Skype is now available in over 28 languages and is used in almost every country throughout the world. Skype generates revenue through its premium offerings such as the making and receiving of calls to and from landline and mobile phones, voicemail services, call forwarding and personalization features including ringtones and avatars. Skype also has relationships with a growing network of hardware and software providers.

Skype is an eBay company (NASDAQ: EBAY). To learn more visit skype.com.

Access to a broadband Internet connection is required for Skype and all Skype Certified devices and accessories. Skype is not a replacement for your traditional telephone service and cannot be used for emergency calling.

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