

## Detewe serves up wireless communications to Geest

### The Challenge

DeTeWe, the leading provider of converged communications solutions, is a strategic partner of Geest plc, the market leader in fresh prepared foods and produce in the UK. DeTeWe was chosen to deliver an innovative and flexible wireless communications solution, enabling key Geest personnel to be instantly contactable by colleagues and customers.

The initial implementation was carried out at Wingland Foods, a division of Geest's leafy salads business, situated at Sutton Bridge, Lincolnshire .



### Client requirements

The system's main requirement was to enable key Geest personnel to be instantly contactable by customers & colleagues, 24/7. Telephony solutions operating on standard UK mobile networks were inappropriate because of signal limitations caused by the environmental conditions and locations of Geest sites. Equally important was the cost-effectiveness of the system, with standard corporate mobile tariffs unable to match the competitiveness of the DECT (Digitally Enhanced Cordless Telephony) system offered by DeTeWe.

As the market-leading freshly prepared foods and produce company in the UK, Geest's commitment to stringent standards of quality and hygiene requires all production sites to operate sealed and regulated high-care environments. Therefore, all technological solutions implemented by the company must be robust enough to cope with the stresses of wet and refrigerated environments.

Finally, the system had to integrate seamlessly with the existing telephony infrastructure, without necessitating the replacement of legacy systems - an important cost-saving.

### Implementation

The system chosen was the DeTeWe OpenCom 1000, a DECT (Digitally Enhanced Cordless Telephony) system, offering flexible, wireless communication. The system is also able to seamlessly integrate with Geest's existing Nortel Meridian PBX. OpenCom 1000 is a robust, scalable DECT system, capable of supporting up to 256 signal transmitters and up to 1088 DECT handsets. In order to meet the specific environmental requirements of the Geest site, DeTeWe installed specialised base station transmitters capable of withstanding temperatures of up to -40C, which were tested with high-pressure water hoses.

The DECT system also integrated seamlessly with Geest's existing Nortel voicemail system.

## Results

Following the initial implementation at Wingland Foods, the project has now been rolled out to 2 further sites, Katie's Kitchen and Tilmanstone Salads. Further implementations are set to follow later in 2004, beginning with Bourne Salads in Lincolnshire.

Jonathan Fowler, Site Engineering Manager at Wingland foods, endorses the DeTeWe solution: "We needed a communications system that would enable our customers, suppliers & colleagues to contact us whenever they need to, 24 hours a day, 7 days a week. Working with perishable goods on a daily basis means we have to be responsive to the demands of our client base at the drop of a hat, and as a result, our internal and external communications are vital to the smooth running of our operations. DeTeWe was chosen because its solution met all of our requirements for the project, and their experience in implementing this kind of project was invaluable.

Jonathan continued, "We're very happy with the way the system is functioning and we've found the DeTeWe support infrastructure to be very effective in assisting us with the ongoing development and refinement of the OpenCom system."

## Future developments

Currently under proposal at the Wingland site is the integration of the new system with the existing Trend Building Management System, which will mean that key personnel can be instantly notified on their individual DECT handset of any problems arising with the company's critical plant systems.



## Contact

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