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**IKEA**  
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## Designing, supplying and providing managed telephony services to IKEA's 22 UK locations

### Context

IKEA is the world's biggest furniture retailer, with 392 stores in 48 countries. Founded in Sweden in 1943, today the chain sells upwards of €36billion worth of goods each year, and uses around one percent of the total wood consumed commercially in the world.

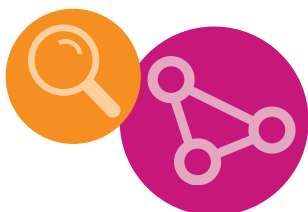
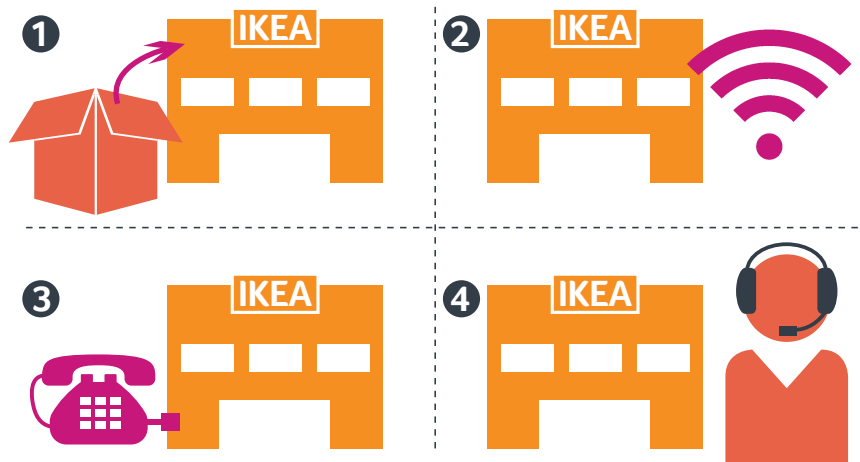
### Relationship

Ideal's relationship with IKEA began in 2010, with a contract to supply routing and switching equipment for all UK stores. Within a year IKEA established Ideal as its strategic partner for Cisco in the UK, a relationship which extended from network and wireless hardware projects, through firewall support and into telephony.

In 2014, IKEA trusted Ideal to design and implement a previously untried Cisco unified communications solution for their entire UK estate, which then comprised 19 stores and the Wembley service office. The project was a resounding success, with the resulting system still at the heart of reliable and consistent communications throughout the UK. By implementing an effective and easily used internal directory, the project further resolved IKEA's business challenges around poor internal communication.

## UNPACKING TELEPHONY FOR NEW IKEA STORES

IKEA continues to expand in the UK, having opened at Reading in 2016, and with several further stores under consideration. Ideal plays a key role in bringing each site into readiness, conducting a two-day wireless audit, and specifying, supplying and installing the necessary equipment to integrate each with IKEA's Cisco Unified Communications system. Once each new store is brought online, it is handed over to Ideal's service centre for proactive monitoring and support.



Ideal continues as IKEA's telephony solutions partner in the UK, providing unified communications infrastructure and services across all sites, supported and maintained via a managed services wrap. As a strategic partner, Ideal provides technical steering, architecture expertise and 24/7 service centre support to ensure smooth operation, and to help IKEA continue to meet and exceed its business objectives.

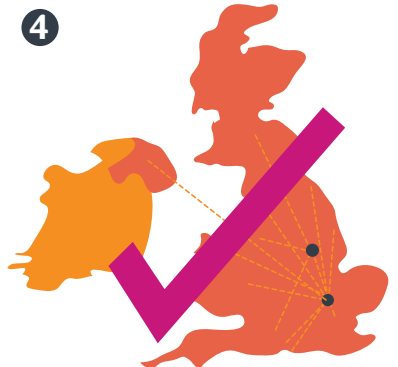
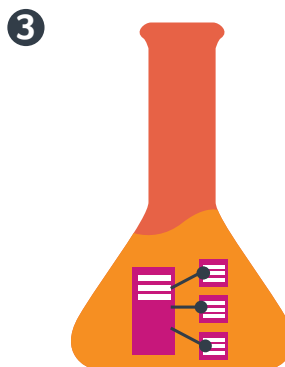
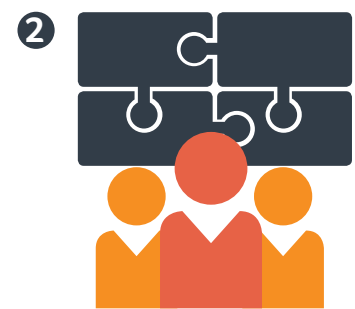
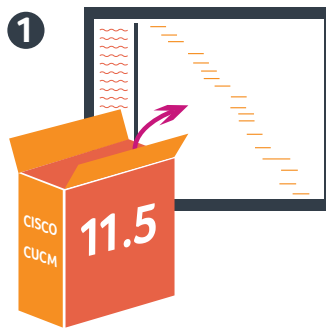
Seven years into the relationship, IKEA remains highly satisfied, and has just agreed a further three-year extension of its contract.

## UPGRADING CUCM ACROSS THE UK

With IKEA's installed base of Cisco Unified Communications Manager (CUCM) v9 approaching end-of-sale in March 2017, IKEA tasked Ideal with performing a coordinated system-wide maintenance upgrade to CUCM version 11.5.

A major upgrade, the work would include onsite upgrades to the primary and secondary servers' BIOS, Cisco Integrated Management Controllers (CIMC), ESXi virtual environments and their CUCM virtual server components. In addition, the multiple Cisco Voice Gateways and Session Border Controllers would require upgrades, along with the endpoints across 27 sites countrywide.

As with all such upgrades, effective planning and preparation would be key to successful delivery. Ideal's project management team became involved from the very beginning of the planning stage, ensuring that the design, testing, pilot upgrades and rollout were fully coordinated, resourced and managed to completion.



### Why Ideal?

Ideal's long-standing relationship with IKEA is founded on multiple successful projects, and its position as a trusted partner has been earned through technical expertise and strategic insight. A Cisco Premier Partner with the Advanced Collaboration Architecture specialisation, Ideal's in-house expertise ensures it has the ability to advise, implement and offer support on unified communications at scale, while its project management team ensures a best-practice approach to installations and upgrades. Furthermore, Ideal's in-house, 24/7 support desk provides attention to detail in managed services, ensuring proactive monitoring and an expert response to issues.

By far the best vendor I've ever dealt with, [Ideal has] always successfully and quickly resolved any issues that have arisen. If the other vendors I work with were as good as you, I would be so happy.

**Christopher Jackson,**  
senior security analyst, IKEA

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