

BUILDING LIVES AND GROWING OPPORTUNITIES WITH COMMUNICATION OF THE FUTURE



About the client

Crescendo Corporation Berhad is a home-grown, family property development business, headquartered in the southern state of Johor, Malaysia. Since 1989, the Crescendo brand has come a long way, and the core of the business is to serve sustainable communities in Johor through strategic town planning. The company provides effective living solutions through construction, investment, property development and education services.

Summary

In early 2023, Tele Dynamics Global Com (TDGC), an Ericsson-LG Enterprise partner initiated a transformative journey for Crescendo. Deploying iPECS UCP100, Crescendo took a pivotal shift from legacy to a contemporary, structured communication and networking paradigm.

The strategic upgrade positions Crescendo for scalable growth, offering them a flexible communication framework tailored to the evolving business landscape.

The iPECS UCP100 boasts impressive capabilities, handling high call volumes with ease. Its modular gateway design enables seamless deployment, while its remote management feature through the iPECS UCS mobile solution adds a layer of convenience.

Challenge

Crescendo Corporation Berhad's communication technology was in need of an overhaul to propel them into the modern era and the main challenge was to replace their outdated communication technology with a full IP system. The situation was complex due to their operations spanning multiple buildings and hosting varied businesses.

A new solution not only needed to be flexible to meet their immediate needs but also possess the foresight to grow seamlessly with the business. Navigating through older office infrastructures and cabling added an additional layer of intricacy and required a solution to harmonize with existing setups whilst delivering the necessary upgrades.

Product

Platform

- iPECS UCP

Application

- iPECS UCS

Terminal

- iPECS 1000i



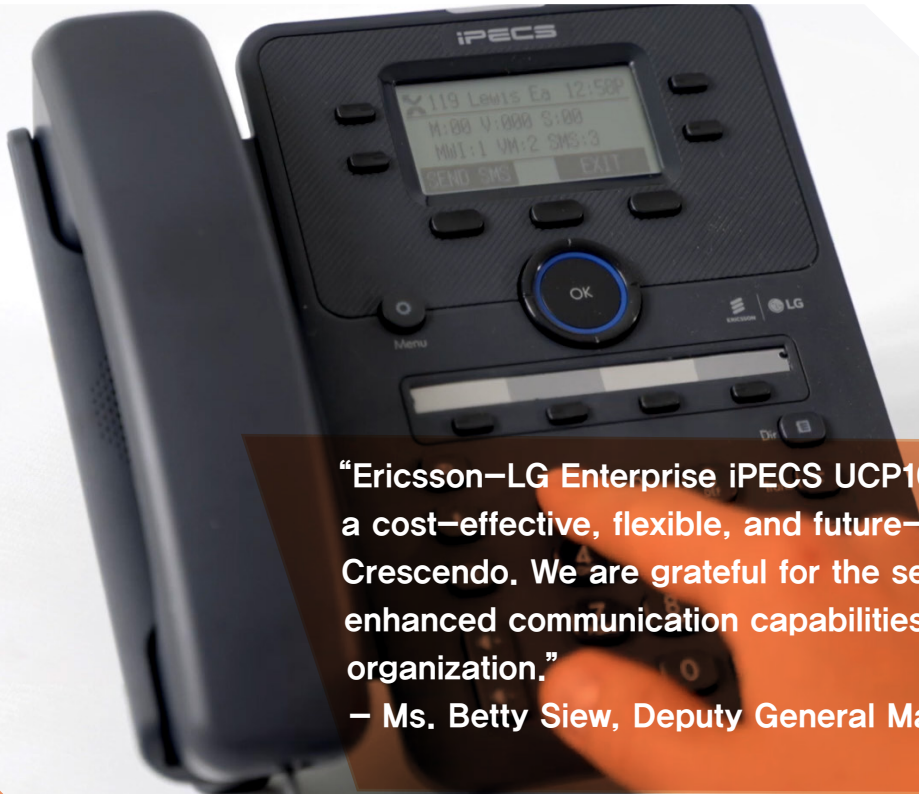
100 ~ 300 Ext.



Corporate



iPECS UCP



**Crescendo
Corporation
Berhad**

“Ericsson–LG Enterprise iPECS UCP100 has proven to be a cost–effective, flexible, and future–ready solution for Crescendo. We are grateful for the seamless integration and enhanced communication capabilities it has brought to our organization.”

– Ms. Betty Siew, Deputy General Manager –

Solution

- The iPECS UCP100 communication platform’s modular gateway and smart licensing scheme allows Crescendo to scale their communication infrastructure. And the deployment of iPECS UCP100 also brings substantial cost savings for the organization whilst enhancing operational efficiency
- In addition to UCP100, TDGC also provided Crescendo employees with iPECS UCS Mobile and iPECS 1000i desktop terminals with dual gigabit ethernet ports. The mobile solution provides Crescendo’s team with remote working capabilities, enabling them to effectively collaborate and work from any location.

Benefits

- The most significant benefit of the iPECS UCP100 is the native modular gateway structure. It has empowered Crescendo to deploy trunks in remote locations effortlessly. This feature eliminates the need for additional equipment purchases, simplifying the operational landscape and adding to overall cost efficiency.
- Additionally, the flexibility of the system has been a substantial advantage. It not only caters to the current communication needs of the organization but also anticipates and accommodates their future plans. This foresight is invaluable and provides Crescendo with a scalable solution that evolves with the business, ensuring they stay ahead of the curve in the dynamic business environment.
- TDGC's collaboration with Crescendo exemplifies a commitment to ushering businesses into the era of advanced communication technologies, ensuring they are well–equipped for the challenges and opportunities ahead.