

About Mid-Continent Instruments

Mid-Continent Instruments is a leader in the overhaul, exchange, repair, design and manufacturing of aircraft instruments, avionics and emergency power supplies. Founded more than 45 years ago, Mid-Continent Instruments has the expertise to overhaul nearly 6,000 aviation instruments, including autopilot gyros, altimeters, HSIs and GPS annunciators. In addition, the company engineers and builds new products for almost every general aviation manufacturer and provides specialized aftermarket products worldwide. Based in Wichita, Kansas, Mid-Continent Instruments has a second location in Van Nuys, California. The company prides itself on exceeding customer expectations.

Mission: Total Connectivity Between Two Locations

Tara Crain, IT manager for Mid-Continent Instruments, issued specifications for a system that would:

- Provide total connectivity between the company's two locations in Wichita, Kansas, and Van Nuys, California;
- Handle the more than 2,000 incoming calls received each month;
- Enable remote employees to connect to the system and call center;
- Allow mobility of on-site employees;
- Provide high-quality video conferencing between facilities;
- Expand the call center management capabilities;
- Enable remote monitoring and management;
- Provide a reliable system with virtually no downtime; and
- Deliver it all at an affordable cost.

Crain turned to Great Plains Communications, also of Wichita, Kansas, an Authorized Toshiba Dealer.

The Great Plains Communications team recommended the Toshiba Strata® CIX® IP business communication system.

Solution: Toshiba Strata CIX Delivers Connectivity, Enhanced Call Center Capabilities, Mobility and More

Installed by Great Plains Communications, the telecommunication system at Mid-Continent Instruments includes two Strata CIX670 IP business telephone systems in Kansas and California, which are networked over IP using Toshiba's Strata Net.

The system includes:

- Connectivity of two Strata CIX670 IP business telephone systems in Kansas and California;
- More than 170 ports across the two locations;
- Strategy® iES32 Voice Messaging system, shared across both locations;
- Strata Call Center with ACD and Unifier to push ACD across the network to both locations;
- Strata Call Manager for call management and handling;
- Unified Messaging with Fax-to-Email to improve overall communication;
- Network eManager® for daily remote monitoring and management of the two systems;
- Polycom® Spectralink® wireless telephone system with wireless handsets;
- SoftlPT® softphones for use on laptops; and
- Digital telephones for local employees at the two locations.

Industry:
Manufacturing – Aviation

Major Accomplishments:

- Total connectivity between facilities in Kansas and California
- Significant long distance savings between locations
- Improved access for remote and mobile users
- Ability to mix-and-match digital and IP telephones on the Toshiba IP system
- Enhanced call center capabilities, including extending access by four hours each day
- Increased reliability, including system redundancy
- Improved user experience with Unified Messaging



Together, the Mid-Continent Instruments and Great Plains Communications team created the ultra-reliable Toshiba telephone system. From left, Tara Crain and Jody Brown of MCI, Jenny Wilcoxon, Scott Wilhite and Jim Beilacqua of GPC, and Tim VanScyoc of MCI.



Jody Brown, executive assistant at Mid-Continent Instruments, uses Toshiba's Strata Call Manager to manage and transfer incoming calls to ACD groups.

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Result #1: Total Connectivity Between Kansas and California

The Toshiba Strata CIX670 IP business telephone systems at the Wichita and Van Nuys locations are networked over IP using Toshiba's Strata Net. With Strata Net, there is complete networking between the two sites, including application sharing such as centralized voice mail, plus visual indicators for individual status (DSS keys) and more. The systems can also operate completely independently of each other, providing the security of system redundancy.

Using Toshiba's Video Communication Solution (VCS®), Mid-Continent Instruments can facilitate video conferences, either scheduled or on the fly, between the locations, which has reduced the need and related costs for in-person meetings.

Result #2: Expanded Mobility and Remote Capabilities

Mid-Continent Instruments has a variety of mobile and remote employees at both the Wichita and Van Nuys facilities. Wherever they are in the building, these mobile employees have access to their calls using SpectraLink wireless telephones. Integrated with the Toshiba Strata CIX system, the SpectraLink wireless phones are an extension of their desk phones.

Traveling sales representatives use Toshiba's SoftIPT softphones, which work on laptop (or desktop) computers and let the users take their office phones anywhere they travel. Calls are handled just as if they were using their office desk telephones. As well, other employees can dial the four-digit extensions, and from there, they can be routed to the users' cell phones.

Unified Messaging also helps managers receive their office voice mail while they are away from the office. Since Unified Messaging integrates their voice mail with their email, they can now get their messages on their iPhone® smartphones.

Result #3: Extensive Call Center Capabilities Helps Enhance Customer Service

With call centers in Kansas and California, Mid-Continent Instruments ensures that its customers get the highest possible customer service every hour of every business day. By routing after-hours calls in Kansas to the west coast facility in California, the company provides its customers with an additional four hours of call center access daily. Focused on answering virtually every call live, the system is set up so overflow calls can be rolled over to the other locations to ensure callers always reach a live person. As well, agents at either location can log in and take calls at the other location.

Bottom Line: Toshiba System Met Connectivity Goals While Reducing Long Distance Costs

The Toshiba Strata CIX IP business telephone system has helped Mid-Continent Instruments meet its goals of connecting its two locations to improve user experience and customer service, plus it has also helped reduce communication costs while delivering exceptional reliability.

Mid-Continent Instruments' cost savings includes:

- Long distance savings between locations, including least call routing;
- SoftIPT softphones for traveling sales representatives, reducing long distance costs; and
- Ability to use lower-cost digital telephones for static employees, while still on an IP system.

"The Toshiba Strata ACD has changed the way we do business. Our calls are routed to the right ACD groups and can be handled most effectively by our employees. This ensures the best and fastest customer service possible."

Tara Crain, IT manager, Mid-Continent Instruments



Jenny Wilcoxon and Scott Willhite, both of Great Plains Communications, worked with Tara Crain of Mid-Continent Instruments (seated) to create a Toshiba telephone system that meets the company's goals.

"The combination of the Toshiba Strata CIX IP system and Polycom's SpectraLink mobile telephones ensure that our mobile employees get their calls no matter where they are at our facilities. This greatly helps improve both internal and external communication."

Tara Crain, IT manager, Mid-Continent Instruments

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