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Strata CIX VoIP Business Communication System

Toshiba Strata CIX40 VoIP System Conveys the Right Stuff at Omega Castings

Founded in 1975, Omega Castings Inc. is one of the world's largest producers of cast-link, high-temperature conveyor belts. Based in Battle Creek, Mich., Omega Castings' mission is to provide the best quality, delivery and price to its customers. Omega Castings' employees are devoted to having the highest success rate in the conveyor belt industry. Combining chemistry and engineering with manufacturing and production, the Omega Castings employees deliver unwavering product quality, which has resulted in exceptional customer loyalty.

Omega Castings is so devoted to its customers that it only charges for its products; its engineering and consulting services are a value-add to the product, without additional charge. As a result of delivering on its mission, it is widely considered to be the best foundry of its type in terms of customer support and overall value.

When Omega Castings needed to replace its telecommunications system, it turned to Authorized Toshiba Dealer Intersect Technologies of Kalamazoo, Mich. Intersect Technologies has been an Authorized Toshiba Dealer for more than 20 years.



From left, Brett Cutshall and Robert Cutshall of Omega Castings with Terry Hoy of Intersect at Omega Castings, one of the world's largest producers of conveyor belts.



From left, Terry Hoy of Intersect shows Brett Cutshall and Robert Cutshall of Omega Castings how to use Robert's specially equipped, cochlear impact-compatible Toshiba VoIP telephone.



Terry Hoy of Intersect and Brett Cutshall of Omega Castings worked together to design a Toshiba VoIP system to meet the company's goals and deliver annual savings of \$20,000.

Mission: Create VoIP System for Remote and Mobile Users

Omega's management wanted to replace its antiquated telephone system with a state-of-the-art VoIP business communication system. It had the objectives of delivering a full host of voice communication features, connecting multiple offices (including a sales associate in Thailand), accommodating future telecommuting trends, and creating compatibility with the hearing-impaired owner's cochlear implant (surgically implanted hearing aid).

Intersect Technologies president Terry Hoy recommended a Toshiba Strata® CIX™40 converged digital/IP business communication system. Hoy said, "Omega Castings needed a small communication system with big company features and functionality, including VoIP, mobility, networking, and more. The Strata CIX40 is a perfect fit for Omega Castings' size and can grow as they grow."

Brett Cutshall, who oversees the company's research and development laboratory as well as IT services, added, "One of our most important requirements was to have a system that would be compatible with our owner's cochlear implants so that telephone conversations could be clear for him."

Solution: Toshiba VoIP System Meets the Company's Goals

Located at Omega Castings in Battle Creek, Michigan, the Toshiba Strata CIX40 system has a mix of IP, digital and analog lines and devices. It has a mix of Toshiba IP and digital telephones, which allows them to use IP where it makes sense (for remote and mobile workers) while keeping stationary employees on the more cost-effective digital telephones.

Connected over a Virtual Private Network (VPN), the eight IP telephones provide flexibility for the company's mobile and remote workers to have their business telephones virtually anywhere there is Internet access or on the company's VPN network. Currently, four of the IP telephones are at the home offices of the company's senior management; one is at the remote research laboratory about three miles away from the headquarters; one is at the owner's Florida home; and two are used in Chiang Mai, Thailand.

Processing more than 250 incoming calls every week, the system also includes Toshiba's Stragry® voice processing solution with Auto Attendant as well as voice mail. Also, very importantly, the Toshiba system is compatible with the owner's cochlear implants.

Result #1:

All Remote Locations Connected via VoIP

The Toshiba Strata CIX40 system seamlessly connects the company's headquarters/manufacturing facility with its research and development laboratory, sales associate in Thailand, and several home offices using VoIP over VPN.

Cutshall said, "The clarity of the VOIP technology and the flawless integration between the IP phones and the main Toshiba system allow our employees to work remotely from anywhere in the world, even Thailand. We can even see the Presence information, such as if a person is available, on the telephone, or has enabled the 'Do not Disturb' function."

"Being able to communicate with each other using three-digit extension dialing over our IP telephones has greatly improved our productivity and overall efficiency and eliminated long distance charges," he added. "Plus, the sound is so clear that nobody can tell that we're talking over VoIP."

Result #2:

Compatible With Cochlear Implants

The owner of Omega Castings, who has a cochlear implant, can now hear clearly over his Toshiba IP telephones at both his business and home offices. Hoy said, "His telephones have special amplified handsets that provide clarity, even in the foundry's manufacturing environment."

"Being able to use the telephones allows our owner to stay connected to his employees," Cutshall added. "With its crystal-clear speaker, handset volume control and no-distortion T-coil compatibility, he can easily conduct business and stay connected over his IP telephone no matter where he is."



Robert Cutshall of Omega Castings relies on his specially equipped, cochlear implant-compatible Toshiba VoIP telephones at his office and home office to stay in touch with employees, customers, vendors and other.

Cutshall applauds Intersect Technologies for the special care they took in creating a system that would work with the owner's cochlear implants. He said, "The Intersect Technologies team went the extra mile to make sure our owner could hear clearly on all his telephones, and it's provided a huge communication improvement for him and all his employees."

Result #3:

Calls Get Through Every Time

With the new Toshiba VoIP business communication system, all of Omega Castings' incoming calls get through. Cutshall said, "Even when our operator cannot answer a call, the call gets through to the Auto Attendant and can be directed to the right extension or into voice mail."

For emergency calls, Omega Castings uses the system's follow-me feature that forwards the call to a pre-designated string of numbers, which can be a cell phone or home phone, until a live person answers the call.

Having IP phones at the homes of all senior management also helps ensure that important calls get through. "For just the cost of the IP telephones, we are able to have business telephones at the homes of our senior management," Cutshall explained. "This improves both internal and external communication and is a big bonus for our customers. It also helps us bridge the time difference in communicating with our sales associate in Thailand."

Result #4:

Toshiba's eManager Allows User Administration

Using Toshiba's browser-based version of eManager® allows Cutshall to easily administrate the telephone system from his own computer. He said, "I can perform simple administrative tasks, including moves, adds, and changes, right from my desk — which previously would have required a service call and related expense."

Bottom Line:

System Paid for Itself in Just Four Months

By eliminating long-distance charges between the United States and its Thailand-based sales associate, Omega Castings saved about \$2,000 per month, allowing the system to pay for itself in less than four months. In addition, because the system can be migrated to other Toshiba systems, Omega Castings has the ability to upgrade to a larger system or new platforms in the future. VoIP is now used for Omega Castings' remote lab as well as all its remote offices. Overall, the company saved \$14,000 the first year and expects to save \$20,000 annually going forward. Cutshall said, "This is real cost savings that we can reinvest in our company's research, development and manufacturing processes."

Cutshall is also pleased with Toshiba's seven-year warranty, which provides investment protection. Because the system can be migrated to other Toshiba systems, Omega Castings has the ability to upgrade to a larger system or new platforms.

He summed it up by saying, "Together, Toshiba and Intersect Technologies helped Omega Castings communicate more efficiently, become more productive, and save on our overall telecommunications costs. We cannot thank Toshiba and Intersect Technologies enough for this incredible Strata CIX40 VoIP solution."