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Strata CIX VoIP Business Communication System

Toshiba VoIP System Delivers Peace of Mind for Yavapai-Apache Nation

The Yavapai-Apache Nation is a sovereign Native American Nation from the Verde Valley in Arizona. Tribal members have two culturally distinct backgrounds and speak two indigenous languages. The Yavapai originate from Yuman-speaking peoples known as the Pai. The Apache descend from an Athapaskan background similar to other Apache groups to the East. Yavapai and Apache history in the Verde Valley spans several hundred years, as two distinct indigenous groups that co-existed in surrounding areas, and they have been one Indian tribal nation since 1934.

The Yavapai-Apache Tribal Administration Complex, Tribal Court, Council Chambers, and Cliff Castle Casino are located on the reservation in Camp Verde, about 90 miles

north of Phoenix and 50 miles south of Flagstaff, along Interstate 17. Today, the reservation spans more than 1,800 acres in the four communities of Camp Verde, Middle Verde, Clarkdale, and Rimrock.

When their old telephone system started nickel and dime-ing them, the Nation turned to Authorized Toshiba Dealer Dynamic Communications Inc. of Albuquerque, N.M., for a new Toshiba voice communication system that would give them the reliability, durability and peace of mind they needed. Dynamic Communications has been an Authorized Toshiba Dealer for more than two years.



Kevin Shives of Yavapai-Apache Nation (center) worked with Mike Murphy (left) and Shaan Sloan (right) of Dynamic Communications to create a Toshiba VoIP system that handles 2,400 calls daily across 26 buildings and over 1,800 acres.



Kevin Shives of Yavapai-Apache Nation relies on the Toshiba Strata CIX670 VoIP system and its additional networked Toshiba Strata CIX systems to support more than 230 users on a mix of IP and digital telephones. He uses Toshiba's eManager to remotely manage the entire system.

Mission: Connect 26 Buildings Wirelessly Over 45 Square Miles

Because the Yavapai-Apache Nation's Tribal buildings are spread among four tribal communities, it was a big challenge to get more than 230 users connected into the voice communication system.

Mike Murphy, sales representative at Dynamic Communications, recommended a Toshiba Strata® CIX™ VoIP system to meet this challenge and deliver on the Nation's goals of centralizing and connecting voice communications for its users.

The Nation's IT team, consisting of Kevin Shives, MIS manager; Robert Rutledge, network engineer; and Maureece Vaughn, database engineer, laid out their wish list to Dynamic Communications. They wanted a completely connected system with centralized voice mail and the ability to handle much of the administration from their own offices. They also wanted to bring new call-handling capabilities to their users, such as Call Record and Call Forwarding.

They also wanted a reliable system that could handle their average of 2,400 calls a day of which about 800 are incoming. However, the most important parameters were to have the best price, a long warranty and monthly savings.

Solution: Toshiba VoIP System Meets the Nation's Goals

Designed by Shaan Sloan, VP of engineering at Dynamic Communications, the Toshiba system consists of one Strata CIX670 at the hub site as well as two Strata CIX200 and one Strata CIX100 VOIP communication systems with three PRI T1 lines connected to three of the buildings, which are also supported by analog back-up lines. The Toshiba systems are integrated using Toshiba's Strata Net networking and are connected over the existing wireless LAN with 116 Toshiba IP telephones at the other 23 locations.

The main system houses the Strata Media Application Server (Strata MAS) on which resides the centralized voice mail, speech recognition and other Toshiba voice applications. The system has a total of 240 ports and more than 230 users, about half of whom use Toshiba IP telephones with the other half using Toshiba digital desktop telephones. All users can call each other using four-digit extensions across all 26 buildings.

Its Toshiba Strata ACD system includes 13 Net Phones™, one of which is used as the receptionist's PC console system. The system also includes Unified Messaging, eManager® and My Phone Manager®.

Don Nolker, general manager of Dynamic Communications, said, "The Nation had extensive requests for their voice communications, and the Toshiba Strata CIX VoIP absolutely fit their needs."

Result #1:

In-House Administration of the System

Using Toshiba's eManager, the Nation's IT team has in-house administration capabilities of the entire system. Shives said, "From our offices, up to 20 miles away for some of the phones, we have control of the entire system for all 26 buildings. We can perform adds, moves, changes, and other programming without leaving our desks."

The IT team also uses Unified Messaging to help them improve efficiency by being able to handle their voice mail with their email. Rutledge said, "Having Unified Messaging helps us prioritize and filter our phone calls so we can provide better service to our users."

Result #2:

New Call-Handling Features for Individual Users

The new Toshiba system also gives the Nation's users many call-handling features they did not have before, including new menus for Do Not Disturb (DND) and Out to Lunch. Call Record is also a feature the users appreciate.

Users can also do much of their own administration of their phones using Toshiba's My Phone Manager, including button programming, speed dial assignment, management of voice mail, as well as call-handling features.

Result #3:

Phones Are Answered Live Most of the Time

All users also now have Call Forwarding, which is used extensively by all on the system so that they can receive their calls no matter where they are. The Toshiba Call Forwarding feature allows calls to be forward to any phone number, in or out of the network, including cell phones.

Vaughn said, "The Tribal leaders like to have calls answered live whenever possible, so our users take advantage of the Call Forwarding feature."

The IT team has also set up call groups within various departments, which route calls to one specific person within the department, such as a secretary. This also helps make sure calls are received and answered and allows others to be more productive, according to Vaughn.

Result #4:

Toshiba Delivered the Best Price, Longest Warranty, Most Cost Savings

The Toshiba Strata CIX system was the lowest priced among the competition for the same number of ports and capabilities. The dealer helped the Nation save an average of \$2,500 per month by eliminating POTS lines, moving to DID lines and enabling four-digit extensions. Together with the IT team, the dealer helped create an affordable wireless network for voice and data.

Toshiba was a clear winner in terms of overall pricing for the system's capabilities. Shives said, "Of all the systems we considered, Toshiba delivered the best system price, longest warranty, and the most savings. Toshiba was absolutely unmatched." Toshiba's seven-year warranty is the longest warranty in the industry and helps reduce costly service calls.



Courtney Scott, Director of Administration of the Yavapai-Apache Nation (center), with Shaan Sloan (left) and Mike Murphy (right) of Dynamic Communications, appreciates the Toshiba CIX VoIP system's ability to save more than \$2,500 per month with the best price, longest warranty and greatest cost savings of all considered systems.

Bottom Line:

Improved Efficiency, Extensive Cost Savings, Industry's Longest Warranty

Toshiba and Dynamic Communications delivered a voice communication system that was the clear winner for warranty, pricing, and cost savings of more than \$2,500 per month by cleaning up the phone lines, eliminating unnecessary POTS lines, and by creating a direct extension dialing plan across all 26 buildings. Toshiba's eManager also enables the IT team to manage the system, which also helps reduce costs and improve turnaround time for adds, moves and changes and much more.

Dynamic Communications connected the Toshiba system over the Nation's 26 business buildings, resulting in improved productivity, efficiency and user benefits. Users now have improved call-handling features that empower them to receive their calls more consistently. Centralized voice mail also helps keep communication flowing both internally and externally.

Shives said, "Together, Toshiba and Dynamic Communications have delivered on their promise of providing a durable, reliable, cost-effective system, giving us the peace of mind that we can keep all our users communicating at all times."