

# TOSHIBA

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## From Beta to Live System: Toshiba Dealer Puts IPedge Through Its Paces

### Toshiba Success Story

#### About Transcom Telecommunications

Based in Lakewood, California, Transcom Telecommunications is an Authorized Toshiba Dealer that agreed to be a beta tester for Toshiba's new IPedge™ IP business communication system. Owned by partners and brothers John and Ben Berg, Transcom

has been an Authorized Toshiba Dealer since 1986. For the past 25 years, Transcom has used and migrated from other Toshiba business telephone systems, including Strata® CIX™, Strata CTX and Strata DK.

#### THE CHALLENGE

#### Make Sure the IPedge Is Ready for Prime Time Before the Public Launch

Transcom was using a current version of Toshiba's Strata CIX IP converged business telephone system and was happy with its performance. In moving to the IPedge, they were able to test and integrate all their applications for their sales, installation, warehouse and call center's groups from their existing Strata CIX IP business telephone system to the IPedge. The challenge was to migrate smoothly to the new system without any hiccups so they could emulate this same success for their customers, which includes Toshiba America Information Systems corporate offices and its 800+ users.

Moving to the IPedge for beta testing meant a complete change-over of all the telecom equipment in Transcom's telephone room as well as the installation of new IP telephones for every user in their organization. With hundreds of calls processed at Transcom every week, it was important that the system work properly — and quickly. Being among the first beta testers, the Bergs needed to identify any problems and solve them without any telephone downtime.



#### About Toshiba's IPedge

*The Toshiba IPedge is a voice over IP (VoIP) unified communications system. The IPedge is available in multiple sizes to meet the needs of small and large customers.*

*The IPedge uses one server platform to perform call processing, voicemail, unified messaging, meet-me conferencing and Web collaboration, paging, centralized management, and Call Manager unified communications. IPedge uses Linux for the base operating system that provides a high level of scalability and security.*

*Endpoint devices supported on the IPedge include a complete line of Toshiba IP telephones, SoftIPT® soft phone on notebook computers, wireless IP telephones for use over Wireless LAN and/or cellular service, add-on modules, DSS consoles, attendant consoles, as well as SIP telephones and analog telephones.*



From left, John Berg and Ben Berg, brothers and owners of Transcom, were among the first beta site users of Toshiba's IPedge business telephone system.

## THE SOLUTION

### New IPedge IP Telephone System

Transcom's transition from the Strata CIX to the IPedge was smooth and seamless. Its small form factor takes up a fraction of the space of other systems. Using seamless networking, the IPedge integrates with the Toshiba Strata CIX IP converged business telephone systems, so Transcom can use its older system where it makes sense, preserving the investment.

Transcom's IPedge system includes Toshiba's Automated Attendant, Voice Mail, ACD Call Center Application, IVR and Call Accounting. It also includes IP desk telephones and a variety of IP wireless and SoftIPT soft phones.

System administration is easy with the Enterprise Manager browser-based administrative tool. IT managers can easily manage the telephone systems directly via a Web browser anywhere there is Internet access. Enterprise Manager also lets individual users program their own telephones without needing IT or telecom support.

The transition was very smooth since the IP telephones have the same features and functionality as the previous digital telephones. A few analog lines were kept for fax machines and a few key areas, such as shipping and security, which also helps to minimize risks in case of a network outage.

The feature-rich IPedge provides many benefits to Transcom's users, including "Find me, follow me," which enables the system to route calls to the user's pre-determined phone numbers until he or she answers. If the user doesn't answer, the call goes back to the primary telephone's voice mail so the caller can leave a message.

Mobile and remote workers also received a boost in their productivity as the IPedge provided a wide range of endpoints, from the wireless phones to the soft phone client on their laptops. IPedge users can also take advantage of the uMobility fixed mobile convergence feature, which enables the user's office phone to ring on his or her smart phone and use the wireless LAN instead of cellular coverage while in range of the network.

## THE BOTTOM LINE

### IPedge Passed Beta With Flying Colors

While it seems like a given that an Authorized Toshiba Dealer would use Toshiba products, they do have a choice. The IPedge installation at Transcom was among the first beta sites. Being the first customer takes preparation, coordination and guts. Being first also gave the Transcom team the ability to really know the IPedge product inside out so they can successfully install and maintain it for their customers.

"As an Authorized Toshiba Dealer, we are no doubt one of Toshiba's toughest customers, and we put the beta test through its paces," said John Berg. "IPedge delivers IP business communications in a feature-rich solution that allows easy installation and even self-administration down to the user level."

Ben Berg said, "IPedge is just one more reason we are a devoted Toshiba dealer — and customer."



According to the Bergs, "IPedge is a high-performing and cost-effective server-based solution. And, deployment was seamless, without any business downtime or disruption to our employees."

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