

TOSHIBA



Communications solutions
for forward thinking organisations

The Toshiba Business Communications Division (BCD) provides a range of robust communication solutions that are designed to perfectly connect with your individual business and specific communication needs.



talk Toshiba

Whatever the size or geographical spread of your business, the ability to respond quickly to customers, and manage communications securely and effectively, is critical to driving sales and revenue.

Our Strata CIX communication platforms offer sophisticated enterprise capabilities and functionality at an affordable price. In simple terms, your entire organisation will be able to make, receive, transfer and intelligently route calls, simply and quickly at the touch of a button.

With Strata CIX your business will be able to take advantage of Internet Protocol (IP) telephony, mobile or remote working, advanced messaging solutions, networking and contact centre functionality.

Practical, scalable and easy-to-use and configure, our Strata CIX solutions will dramatically improve the way your people communicate, work and collaborate. We will also provide the tools you need to significantly enhance the performance and productivity of your business and people.

If you choose Toshiba, you can be confident that you are implementing a high-quality, flexible communication platform that meets the needs of your business today, and allows growth and development as your business moves forward.



- Improve the customer call experience
- Increase customer satisfaction
- Improve the productivity and efficiency of your workforce
- Provide a stable and secure communication platform
- Use future-safe technology to protect your investment

true flexibility

Whether you require a simple digital telephone system, a sophisticated Voice over IP (VoIP) solution or a hybrid of the two, Strata CIX will deliver the ultimate, modular, scalable and secure communication system your organisation needs.

Flexible configuration

For many organisations, IP telephony provides sound business benefits, allowing voice and data convergence, where voice traffic effectively 'rides for free' over your data network.

Phones can be plugged into standard data ports, meaning your building only requires a single set of cabling. Maintaining a single converged network, rather than separate voice and data networks, can deliver significant cost savings.

Aside from reducing operating costs, IP telephony allows remote working capabilities, and provides efficiency and productivity gains.

Regardless of where remote workers are located, they will be able to access the same key services and functionality as their colleagues based in the office. This enables you to offer the same seamless service and customer care across your entire organisation.

IP telephony also eases future growth, making it simple to add extensions or integrate new sites into the existing network. It is also easy and cost-effective to include temporary workers or even a temporary office for ad-hoc projects, and consolidate resources such as operator positions in one central place.

IP telephony, however, will not necessarily provide benefits to all organisations. For this reason, Toshiba's Strata CIX communication platforms can be configured as a traditional digital system, a pure IP system, or a hybrid of the two.

This allows you to choose the technology that is right for your business today, and provides the flexibility to amend the solution quickly and cost-effectively as the needs of your business change.

For example, if you implement a digital today; with Strata CIX you can implement VoIP when required, without having to completely replace your existing solution.

Traditional digital telephony

- Ideal for single site companies with office-based staff
- Provides guaranteed quality of service (QoS) for all staff
- Strata CIX solutions allow IP telephony to be implemented when required

Hybrid-IP telephony

- Allows deployment of IP devices where require
- Remote offices can effectively be called for free
- Provides guaranteed QoS for head office-based staff
- Minimises business risk by providing redundancy options should the network fail

Pure-IP telephony

- Reduction in costs of calls between head and branch offices
- Reduces bandwidth for internal calls in branch offices, through peer-to-peer technology
- Cheaper and quicker to establish new or temporary offices, or link buildings together
- Peer-to-peer technology ensures best possible quality of service for IP telephony



solid foundations

- Built-in scalability ensures easy migration to new technologies
- Toshiba engineering innovations ensure reliability
- Browser-based administration with built-in wizards for simple configuration
- Simple programming of featurephones through web interface for user-specific functions

Built in scalability

Designed with built-in scalability and upgrade paths, our Strata CIX platforms use common parts, ensuring that your investment is protected, and allowing easy migration to new technologies when the time is right for your business.

All Strata CIX systems provide common functionality, which allows organisations to enjoy the same rich set of features, regardless of their size.

Strata CIX also provides enhanced management information that will help improve performance and operational efficiency. You will be able to evaluate incoming and outgoing call patterns, restrict access to long-distance calls, connect seamlessly to high-speed digital services, and of course take advantage of IP telephony to reduce long-distance call charges. You can also ensure that outgoing calls are automatically routed over the least costly trunk line or long-distance carrier.

Simple administration

Operating over a LAN or the Internet for remote operation, our browser-based **eManager** software allows authorised personnel to make simple system changes, such as moves, adds and changes with literally just a few mouse clicks. With customisable administration access levels, the way the communications network is managed can be enhanced putting trained personnel in control.

Also browser-based, our **My Phone Manager** software allows individual users to quickly and easily configure their own featurephone for the functions that matter to them. In many cases, users can be put off using certain functionality due to the need to 'program' these functions on the phone itself. With My Phone Manager, features such as basic station options, personal speed dials and even call forwards can all be configured through a simple web interface. Access can also be given to managers or supervisors to, for example, forward calls to voicemail if an employee is off sick.

Reliability

Your communication network is critical to your business and therefore reliability is absolutely vital. The Strata CIX family features Toshiba engineering innovations that ensure you enjoy reliability superior to that of any similar-sized telephone system.



The Strata CIX family consists of feature-rich, robust, reliable and easy-to-use communication platforms which can be configured according to the size and needs of your individual business.

user productivity

Desktop productivity tools

Our Strata CIX communication platforms are complemented by a portfolio of elegant and classically styled IP and digital featurephones and operator positions. Easy-to-use, they require minimal user training and are robust and reliable to ensure maximum business continuity.

Within our portfolio we have a wide choice of featurephones to meet your specific requirements, including a low-cost entry-level digital option, through to the most sophisticated large display IP featurephone. You can therefore select the most appropriate featurephones for the individual requirements of your users, increasing office efficiency in a variety of ways.

Our featurephones provide fixed buttons for message retrieval, redial, conference, transfer, hold and volume control, as well as microphone and speaker. In addition to the 800 system speed dials provided by Strata CIX, our featurephones also offer 100 personal speed dials, and a common feature set to ensure that your users have the functionality they need, regardless of their location.

- Easy identification of who is on the phone or available through Red/Green Busy Lamp Field (BLF) indication
- Soft keys, providing intelligent feature presentation for applications such as voicemail and conferencing
- Up to 10 different ring tones provide simple identification of the type of call, and the ability to assign a specific ring tone to a particular project or Direct Dial-In (DDI) number
- LCD display featurephones provide on-screen directory dialling, reducing the time spent searching for telephone numbers
- Flexible and one-touch keys can be configured for regularly used functions
- IP Soft Phone turns a PC/laptop into a fully functioning IP phone with intuitive, easy-to-use interface eliminating the need for an additional desktop featurephone

Strata CIX supports a range of desktop productivity tools that are designed to help improve both personal efficiency and to facilitate teamwork.

Operator positions

It is essential that operators and managers have up-to-date and accurate access to the information they need to deal with incoming calls efficiently and professionally. Our Windows Operator Console (WOC) provides centralised phone operation, giving operators, managers and supervisors a high level of call management and control.

Toshiba also provides an Add-on Module (ADM) and Direct Station Select (DSS) that provide programmable buttons for direct extension selection and BLF functionality, as well as one-touch call processing for frequently used calling features.

Toshiba is totally committed to removing the communication barriers within your business. Our desktop productivity tools are designed to increase employee productivity, reduce communication costs and enable you to run your business in a more flexible and effective way.



advanced functionality

Toshiba provides a range of business-focused solutions that expand the functionality of our Strata CIX communication platforms, helping you to improve productivity and efficiency, and increase customer care and satisfaction.

As well as enabling you to make, receive and manage calls efficiently, your Strata CIX communication platform also supports a range of practical, business-focused solutions.

These will help you to significantly enhance service to callers, improve first time call resolution, ensure that there are fewer abandoned or missed calls and improve utilisation of skills and knowledge across your organisation.

Messaging solutions

Toshiba's voicemail portfolio includes a range of options to suit your requirements, including a sophisticated unified messaging solution that allows voice, fax and e-mail to be retrieved from one central place.

These solutions are designed to increase both customer satisfaction and employee efficiency. Busy signals and no answers can be minimised, or completely removed by using Automated Attendant (AA) functionality, whilst simple information such as directions or opening hours can be provided using pre-recorded messages.

With automatic scheduling, calls can be forwarded straight to voicemail outside of office hours. Users can also specify which types of call are delivered to their mailbox, or choose to forward all calls to voicemail to allow them to focus on important work, avoiding unnecessary interruptions.



Networking solutions

Whether you require a telephone system for your corporate head quarters, a system that can be implemented in one or several branch or satellite offices, or a complex multi-site solution, Toshiba can help.

Our networking solutions allow centralisation of key applications such as operator positions, door lock control or call logging, and provide functionality such as account codes, call forward/transfer, Caller Line Identification (CLI), recall and Least Cost Routing (LCR) across the distributed network. With Strata CIX up to 128 systems can be directly networked together, extending features and functionality enjoyed centrally across your entire corporate network.

Remote and mobile working

Our remote working solutions help break down geographical, business and technical borders to achieve real-time interaction with customers, business partners and colleagues, regardless of where you or they are working.

Allowing remote or mobile workers to access voice, e-mail and fax messages centrally, and access the same communication facilities, information and services that are available in the office, Toshiba's telephony solutions allow employees to maintain high productivity, regardless of their location.

- Range of voicemail options including a unified messaging solution
- Supports feature-rich multi-site networking
- Enables remote and mobile working to support flexible working environments

Strata CIX supports contact centre functionality and stand alone applications that can be used in a variety of business units, not just a traditional call centre.

Contact centre functionality

Our flexible solutions allow you to quickly and cost effectively set up a formal contact centre with as many as 360 agents, or an informal telephone-based marketing, sales or support team with just a few team members.

We provide a range of features that make it easy to effectively allocate inbound calls among your call-handling personnel, and provide a complete, seamless customer experience.

Vital, real-time management information is provided on the performance of your contact centre, allowing supervisors to make quick, informed decisions on how and where to make improvements.

Past information can be reviewed as though in real-time, and 'cradle-to-grave' analysis can be performed on specific calls, providing essential data for training and continuous improvement.

Uniform and Automatic Call Distribution (UCD/ACD)

Toshiba's Strata CIX communication platforms provide built-in Uniform Call Distribution (UCD) to deliver incoming calls to members of a specific group.

Automatic Call Distribution (ACD) then provides greater flexibility depending on the needs of your business. From entry-level queuing and routing, to intelligent announcements and VIP allocation, Toshiba's solutions help you improve the way incoming calls are handled by your organisation, boosting customer satisfaction.

Call routing and Interactive Voice Recognition (IVR)

Toshiba's call routing solutions help direct an incoming call to the correct department, allowing more enquiries to be dealt with by the correct person first time.

Our advanced call routing solutions can automatically recognise callers from their Caller Line Identity (CLI), and even 'learn' information from a customer's calls, delivering them to the specific agent or department.

IVR also allows users to retrieve required information over the phone, through entering, for example, account information or user codes.

Computer Telephony Integration (CTI)

Your Strata CIX communication platforms can be linked to your front and back office software applications and databases, creating a truly integrated telephony solution that can revolutionise the way you interact with your customers.

Using CTI it is possible for example, to automatically fetch records from a database or CRM system before a call is connected, providing your people with all the information they need to service the caller.

With IP telephony, this functionality can be extended to your remote or home workers.

Call recording

Organisations today require the ability to record calls for a variety of purposes including security, transactional analysis, quality assurance, staff training and performance monitoring. Allowing you to securely and efficiently record telephone conversations, Toshiba's solutions provide long-term recording and archiving of inbound and outbound telephone calls.



choose Toshiba

Toshiba in the UK

Toshiba Information Systems UK Limited has been providing solutions to both the business market and consumers for over 30 years. From mobile computing to TV and home cinema equipment, mobile and business communication solutions, Toshiba has expertise in delivering advanced solutions for today's inter-connected world.

Toshiba Business Communication Division is a leading supplier of business telephony solutions in the UK since 1987. We provide communication solutions that deliver complete mobility of operations and ease of configuration. We offer best-in-class migration, quality and reliability and are dedicated to empowering businesses of all sizes and geographic spreads to do business the way they want to.

With our experience and expertise, Toshiba are perfectly placed to help you keep pace with changes in telecoms technology. Our unrivalled reputation for reliability, coupled with our commitment to research and development, and designing future-proof products make our communication platforms the definitive solution for your organisation.



Toshiba Business Communications Division
Weybridge Business Park
Addlestone Road
Weybridge
Surrey
KT15 2UL

Tel: 01932 825 069
Fax: 0870 238 3776

Web: www.telecoms.toshiba.co.uk
Email: bcd_marketing@toshiba.co.uk

Toshiba is committed to developing the next generation of converged communications solutions for the enterprise marketplace.

We will provide communication solutions that deliver complete mobility of operations and ease of configuration. Toshiba offers best in class migration, quality and reliability and is dedicated to protecting our customers' investment. With flexibility and choice, Toshiba is empowering the enterprise to do business the way they want to.

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