

## SUCCESS STORY

**PRODUCT:** Hybrid Cloud Network with VIPedge® and IPedge®  
**INDUSTRY:** Wholesale Distributor

### Dixie Plywood and Lumber Company Implements Toshiba's Hybrid Cloud Telephone Solution

A leading distributor of plywood, lumber, and building materials, Dixie Plywood and Lumber Company has been a Toshiba customer since 1996 and depends on its Toshiba business telephones to communicate with its dealers and vendors. Dixie recently added Toshiba's VIPedge cloud-based business telephone solution to its IPedge on-premises business telephone systems for a Hybrid Cloud Telephone Solution. Bottom-line benefits include:

- Delivering a reliable Hybrid Cloud Telephone Solution from a single vendor to connect on-site and cloud telephone solutions;
- Ensuring redundancy across sites to ensure uptime even during outages;
- Processing 100,000+ calls per month for more than 250 users;
- Supporting remote users at multiple locations over IP and the cloud; and
- Improving communication with Call Manager unified communications.

### Toshiba Benefits

#### Benefit #1: Affordable, Reliable and Application-rich Hybrid Cloud Telephone Solution

Toshiba's Hybrid Cloud Telephone Solution met Dixie's need for an affordable, application-rich business telephone solution. With unparalleled reliability, Toshiba's VIPedge cloud solution works with the same telephones and applications as its IPedge on-premises system, making it intuitive for users.

#### Benefit #2: Mobility Apps Ensure Calls and Messages Get Through

Toshiba's mobility applications allow users to make and receive calls on their mobile phones just as if they were at the office. Toshiba's Follow Me feature forwards office calls to any telephone number. Its Twinning feature allows a single incoming call to ring on multiple telephones.

#### Benefit #3: Enterprise Manager Browser-based Self Administration

With Toshiba's browser-based Enterprise Manager, Dixie's IT team can remotely make adds, changes and updates from virtually anywhere they have Internet access. This reduces the costs and wait times for on-site maintenance.



*Heather Radtke of Speros helps Danny Simmons of Dixie Plywood and Lumber Company take his Toshiba business phone mobile.*

---

“Accessibility is essential in our industry. With Toshiba's Hybrid Cloud Telephone Solution, our employees can communicate using a variety of devices, including their own mobile phones and tablets,” said Bobby Awtrey, corporate director of IT Services for Dixie Plywood and Lumber Company.

---

## The Toshiba Solution: Hybrid Cloud

Heather Radtke, vice president of Speros an Authorized Toshiba Dealer, recommended Toshiba's Hybrid Cloud Telephone Solution. She said, "With Toshiba's Hybrid Cloud Telephone Solution, Dixie receives the benefits of both cloud and on-premises business telephone solutions from a single vendor. Toshiba has been a trusted manufacturer of business telephone solutions for more than 30 years."

Dixie's business telephone solution consists of:

- Toshiba's VIPedge cloud-based business telephone solution;
- Toshiba's IPedge on-premises IP business telephone systems;
- Toshiba's Call Manager unified communications;
- IPMobility, Call Manager Mobile and Follow Me mobility applications;
- Unified Messaging for a single inbox for email and voice messages;
- Redundancy for disaster recovery; and
- Enterprise Manager for browser-based remote administration.



Susan Speros of Speros shows Bobby Awtrey how to use Toshiba's Call Manager unified communications solution.

## ABOUT THE CUSTOMER : DIXIE PLYWOOD AND LUMBER COMPANY

Founded in 1944, Dixie Plywood and Lumber Company ([www.DixiePly.com](http://www.DixiePly.com)) is celebrating its 70th anniversary. Based in Savannah, Georgia, Dixie is a leading distributor of plywood, lumber, and building materials. Its products are sold to retail dealers, professional craftsmen, architects/building designers, and industrial markets throughout southern states. Dixie is dedicated to serving its industry with honesty, integrity and value.



From left, Susan Speros and Heather Radtke of Speros with Bobby Awtrey and Danny Simmons of Dixie Plywood and Lumber Company.

"Toshiba's Hybrid Cloud Telephone Solution connects our business telephone solutions together so our employees can communicate more effectively with our customers, dealers and each other," said Danny Simmons, PC and Equipment specialist for Dixie Plywood and Lumber Company.

**TOSHIBA**  
Leading Innovation >>>