

TOSHIBA

Leading Innovation >>>

Toshiba's Strata CIX IP Business Telephone System Gives Baisch & Skinner Added "Flower Power"

Toshiba Success Story

About Baisch & Skinner

Baisch & Skinner is a leading wholesale floral supplier that offers its retail florist customers the highest quality floral merchandise, including fresh-cut flowers and greens, silk and dried flowers, and a wide variety of holiday, giftware and floral supplies.

Dedicated to its customers, Baisch & Skinner has a reputation for having the freshest flowers available. Based in St. Louis, its facilities span two city blocks across eight 50-year-old buildings. It also has seven remote locations throughout Missouri, Illinois, Kansas and Arizona.

THE CHALLENGE

Reliability and Mobility in an Affordable, Networked IP System

Baisch & Skinner's IT manager, Jim Schaft, and John Baisch, president, identified the need for a business telephone system that would meet the company's goal of improving customer service. Objectives for the system included:

- Mobility for its entire workforce by using wireless handsets both inside and outside of the buildings so they can look at flowers while they are on the phone with their retail florist customers;
- Reliable and durable business telephone systems to support more than 30,000 inbound and outbound calls every week;
- Networking between all eight locations, delivering centralized applications including voice mail, auto attendant and remote administration; and
- Reduced costs by eliminating long-distance costs between locations and by using SIP trunks.

Authorized Toshiba Dealer Advanced Technology Consultants (ATC) of St. Louis installed and provides service and support for the system. David Ansehl, Sr., president, and Dorothy Callier, senior account representative, both of ATC, recommended Toshiba's Strata® CIX™ system for its reliability. Baisch & Skinner has been a Toshiba user for decades. ATC has been an Authorized Toshiba Dealer since 1993.

Industry: Wholesale Goods

Major Accomplishments:

Toshiba's Strata CIX telephone system has met Baisch & Skinner's communications objectives, including:

- Delivered a reliable and durable business telephone system with wireless handsets for the entire mobile workforce
- Provided dependable wireless connectivity across two city blocks of buildings and the areas between the buildings
- Networked systems between all eight locations nationwide
- Improved communication with customers
- Reduced long-distance costs by nearly \$15,000 per year



David Ansehl, Sr. and Dorothy Callier of ATC (at far left and far right) worked with John Baisch and Jim Schaft of Baisch & Skinner to create a Toshiba business telephone system that meets the company's primary objective of reliable mobility across eight locations.

THE SOLUTION

Toshiba's Strata CIX Delivers High Reliability

Installed by ATC, Baisch & Skinner's Toshiba business telephone system consists of:

- One Strata CIX670 business telephone system at the St. Louis headquarters networked to seven remote locations;
- One Strata CIX670 and six Strata CIX100 systems at remote locations in Missouri, Illinois, Kansas and Arizona;
- Networking between eight locations via Strata Net;
- More than 100 ports, utilizing SIP trunks where available;
- A mix of IP, digital, and analog endpoints, including more than 100 Polycom SpectraLink 6020 wireless telephones;
- "Find-me Follow-me" call routing to forward calls to cell phones;
- Network eManager® for remote management of all locations;
- Centralized voice mail and auto attendant; and
- Unified messaging for select users, which allows them to receive their voice mail via email.

Result #1: Dependable Mobile Telephones

With the Toshiba IP systems and Polycom SpectraLink mobile wireless telephones, Baisch & Skinner's workers can roam both inside and outside of the buildings while still staying connected to internal or external calls. This improves customer service as the sales reps can look at floral inventory and describe what's available every day while they are on the telephone with customers.

Result #2: Virtually Unbeatable Reliability

Toshiba met Baisch & Skinner's need for high reliability. The Strata CIX systems process more than 30,000 monthly calls delivering virtually unbeatable reliability, empowering staff to communicate more effectively with customers, vendors and each other.

Result #3: Reduced Long-Distance Costs by \$15,000

Direct-extension dialing eliminated long-distance costs between locations, resulting in a \$15,000 annual savings. Utilizing SIP trunks, where available, further reduced costs.

THE BOTTOM LINE

Toshiba Strata CIX Systems Deliver Reliability, Cut Costs and Improve Customer Service

Toshiba's Strata CIX telephone systems have met Baisch & Skinner's communications objectives, including:

- Virtually unbeatable reliability and durability of both the Toshiba business telephone system and Polycom SpectraLink handsets;
- Networking of eight locations via Strata Net;
- Mobility for on-campus mobile workers using Polycom SpectraLink handsets;
- Centralized applications across all locations, including voice mail, auto attendant and remote administration;
- Improved customer service;
- Reduced long-distance costs by nearly \$15,000 per year; and
- The ability to grow and migrate to new communication technologies in the future.



John Baisch and Jim Schaft of Baisch & Skinner, with David Ansehl, Sr. and Dorothy Callier of ATC, appreciate that the Toshiba business Telephone system delivers reliability, cuts costs and helps improve customer service.

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