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Titan Machinery Standardizes on Toshiba's Strata CIX Business Telephone Systems With Toshiba's National Accounts Program

Toshiba Success Story

About Titan Machinery

Based in Fargo, North Dakota, Titan Machinery represents a diversified mix of agricultural, construction, and consumer products dealerships located in the upper Midwest. Titan Machinery is a dealer for Case IH, Case Construction, New

Holland and New Holland Construction and also represents short line equipment to meet specialized customer demand. Titan Machinery prides itself in providing world-class products backed by the highest level of parts and service support.

THE CHALLENGE

Create an Affordable and Reliable Networked Telephone System, Eliminate Long Distance Between Stores

Patrick Walker, network administrator for Titan Machinery, identified the need for a business telephone system that would:

- Standardize on a single telecommunications platform for all stores, including a single point of contact for a "one-stop shop";
- Provide an affordable and reliable business telephone system;
- Network stores together to facilitate easy extension dialing and eliminate long distance between stores and headquarters;
- Allow the company to have a mix of IP and digital telephones on the same system;
- Effectively handle the thousands of incoming calls every week;
- Facilitate remote centralized administration for all locations; and
- Support Titan Machinery's mission to provide the highest quality possible customer service.

Titan Machinery turned to CD Communications of West Fargo, North Dakota. CD Communications has serviced Titan Machinery since the early 1990s and has been an Authorized Toshiba Dealer since 1995. Clarence Dawes, president and owner of CD Communications, recommended Toshiba's Strata® CIX™ IP business telephone system and Strata ACD call center solution to meet Titan Machinery's needs.

Industry: Retail

Major Accomplishments:

- Delivered ongoing benefits from Toshiba's National Accounts Program, including consistent pricing for purchase, installations, service and support for all stores
- Standardized on Toshiba's Strata CIX business telephone system platform
- Migrated headquarters and some stores to new Toshiba Strata CIX systems from older Toshiba systems for significant savings over installing other brand systems
- Seamlessly networked store locations over IP
- Enabled remote centralized management capabilities



From left, Patrick Walker and Joey Rowell of Titan Machinery, with Mike Zavaleta and Clarence Dawes of CD Communications, benefit from Toshiba's National Accounts program for a one-stop shop for their business telephone needs.

THE SOLUTION

Toshiba Strata CIX Exceeds Titan Machinery's Goals

Installed by CD Communications, Titan Machinery's Toshiba business telephone system consists of:

- A Strata CIX670 business telephone system at its headquarters in West Fargo, North Dakota;
- Strata CIX100 and CIX40 systems at store locations across the Northern Midwest states;
- Strata Net networking, which connects store locations to each other and to the Strata CIX670 at corporate headquarters via IP;
- More than 130 Toshiba IP telephones at the headquarters as well as 10–40 digital telephones at each of the stores;
- Strata MAS with Auto Attendant, Unified Messaging, Voice Mail and other applications for a centralized voice mail solution that serves all locations; and
- Network eManager® for centralized remote management of all systems in all locations.

"Together, Toshiba and CD Communications delivered on our objectives and helped improve efficiencies with an affordable solution." - Patrick Walker, network administrator, Titan Machinery

Result #1: National Accounts Program for One-Stop Shop

Toshiba met Titan Machinery's requirement for a "one-stop shop" with Toshiba's National Accounts Program, which provides consistent pricing for installation, products and service with a single point of contact.

Result #2: Seamlessly Networked Headquarters and Stores

Titan Machinery's Toshiba Strata CIX systems are networked together over Toshiba's Strata Net IP networking solution, delivering direct extension dialing between the stores as well as headquarters. In addition, direct extension dialing reduced Titan Machinery's long distance charges for calls between stores and headquarters.

Result #3: Remote Centralized Administration

They can remotely make adds, moves and changes as well as make changes to email and voice mail boxes.

THE BOTTOM LINE

Titan Machinery Standardizes on Toshiba's Strata CIX Business Telephone System

Toshiba's Strata CIX telephone systems have met Titan Machinery's communications objectives, including:

- Ongoing benefits from Toshiba's National Accounts Program, including consistent pricing for purchase, installations, service and support for all stores, plus a single source of contact;
- Standardization on the Toshiba Strata CIX, taking advantage of Toshiba's one-time licensing;
- Networking of stores over IP;
- Cost savings by reducing long distance between networked stores and headquarters;
- Improved customer call experience by ensuring that calls are routed to another store or to a person's cell phone if there is no answer during store hours;
- Affordability by migrating from existing Toshiba business telephone systems to the Strata CIX platform, which allowed them to re-use some telephone cards and telephones; and
- Ability to self-administrate the system, improving time to make changes while reducing the need for costly service calls.



Patrick Walker of Titan Machinery (left) and Clarence Dawes of CD Communications worked together to create a Toshiba business telephone system that exceeds the company's goals and delivers significant cost savings.

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