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SMART's Telephone Communication Is Rolling Along Smoothly Thanks to Toshiba's IPedge Business Telephone Systems

Toshiba Success Story

About Suburban Mobility Authority for Regional Transportation (SMART)

Created in 1967, Suburban Mobility Authority for Regional Transportation (SMART — www.smartbus.org) is Southeast Michigan's only regional bus system. Helping people connect to work, school, medical appointments, shopping centers, entertainment and cultural events, SMART provides 11 million rides annually and operates 234 Fixed Route buses on 43

routes with more than 5,000 stops, seven days a week, 22 hours a day. Through its Connector Service, SMART also provides 1,100 rides per day for seniors and people with disabilities who can't access SMART's regular Fixed Route service. SMART also partners with 75 municipalities and organizations to support local transit service.

THE CHALLENGE

Improve Internal and External Communication and Reduce Costs

Mel Evans, IT manager for SMART, specified SMART's communications objectives, which include:

- Improving communication with SMART's community of riders, many of whom use the Connector Service and need to call to reserve rides;
- Setting up a Call Back feature for the contact center to help avoid long wait times for callers while ensuring their needs are met;
- Creating a feature-rich contact center with call reporting, call recording and call management applications to improve customer, agent and supervisor experiences;
- Delivering Unified Messaging to deliver email, voice and fax messages to a single inbox;
- Enabling SMART's IT team to handle some of its own system administration to save time and money; and
- Providing a reliable business telephone system that was affordable while delivering cutting edge technology features with a fast return on investment.

Sue McGill and Ric Dorman, sales representatives at CTS Companies of Bloomfield Hills, Michigan, recommended Toshiba's IPedge®. "We knew that Toshiba's IPedge would exceed SMART's objectives," McGill said. CTS Companies has been an Authorized Toshiba Dealer since 1980. CTS Companies is Toshiba's longest-standing dealer.

Industry:
Government/Transportation

Major Accomplishments:

Toshiba's IPedge IP business telephone system has met SMART's communications objectives, which include:

- Providing reliable IP telephony systems and telephones to support five locations in Greater Detroit
- Helping SMART improve its customer calling experience by offering new "call back" service
- Supporting SMART's contact center agents and supervisors with fully featured call management, reporting and recording software
- Saving time with Unified Messaging for one inbox for all messages
- Enabling SMART's IT team to remotely self-administrate the systems
- Delivering an affordable system with a fast return on investment



Together (from left), Ric Dorman and Sue McGill of CTS Companies; Thomas Dick of SMART; Natalie Ginter of Toshiba; and Melvin Evans of SMART worked hard to deliver a Toshiba business telephone system that would successfully handle SMART's monthly 250,000+ calls.

THE SOLUTION

Toshiba's IPedge Delivers Affordable, Reliable IP Telephony

Installed and serviced by CTS Companies, SMART's new business telephone solution consists of:

- Four IPedge systems, including one IPedge EM at SMART's terminal in Troy, Michigan, where IT administration is located; two IPedge ECs located at SMART's other two bus terminals; and one additional IPedge EC located at SMART's Detroit headquarters;
- A fifth location (transit center) with just IP telephones;
- More than 350 Toshiba 5000 series IP telephones and 13 IP4100 wireless telephones;
- IPMobility to connect users' smartphones as extensions on the new systems;
- Toshiba ACD applications, which include TASKE reporting, OAISYS Tracer call recording, and Tapit call accounting;
- Toshiba's Call Manager™ unified communications solution;
- Unified Messaging, delivering a single inbox for email, voice and fax messages; and
- Enterprise Manager for simple, browser-based administration and remote management.

Result #1: Affordable, Richly Featured System Improves Communication

Toshiba's IPedge met SMART's requirement for an affordable, richly featured business telephone system that helped improve communication both internally and externally. Unified Messaging delivers a huge time savings by helping users stay connected with all email, voice mail and faxes coming into a single inbox.

Result #2: Contact Center With Unified Communications

Toshiba's ACD system includes Call Manager, a unified communications solution that empowers agents to Chat with supervisors for support while they are on a call and allows supervisors to easily manage agents from their computers. The TASKE contact center reporting, Tracer call recording and Tapit call reporting applications help ensure the system is supporting the 250,000+ monthly incoming calls.

Result #3: Enterprise Manager for Browser-based, Remote Administration

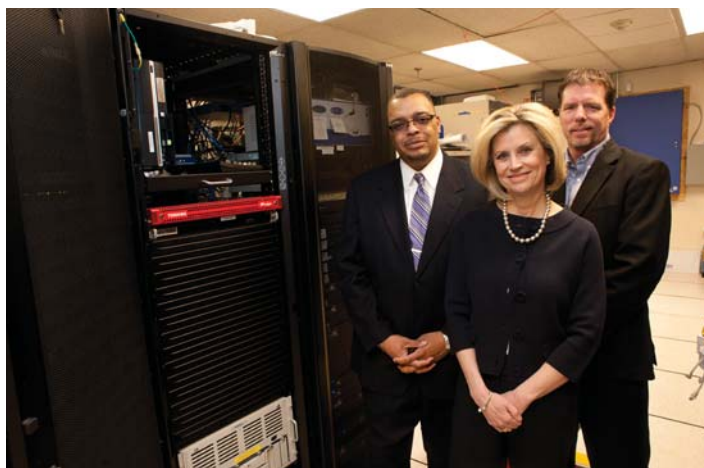
With Toshiba's browser-based Enterprise Manager, the SMART IT team can remotely make moves, adds, changes and global updates to all the IP telephones on the system quickly and easily from their desktop computers.

BOTTOM LINE

Toshiba's IPedge Saves \$400,000 While Improving Communication

Toshiba's IPedge IP business telephone systems exceeded SMART's communications objectives, including delivering a cost savings of more than \$400,000 over the first five years. Bottom-line benefits include:

- Smooth handling of 250,000+ incoming calls per month;
- Improved internal and external communications with unified messaging and mobility capabilities;
- Robust contact center capabilities; and
- More than \$400,000 in cost savings in the first five years of use.



Melvin Evans of SMART, at left, with Sue McGill and Ric Dorman of CTS Companies, appreciates the red-bezeled IPedge business telephone system that will save SMART more than \$400,000 over the first five years.

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