



## Chelsea Piers Gets in the Game With Toshiba's Strata CIX Business Telephone Systems

### Toshiba Success Story

#### About Chelsea Piers

The Chelsea Piers Sports & Entertainment Complex is a 28-acre entertainment complex built on four historic Hudson River piers. Opened in 1995, Chelsea Piers features a variety of sports facilities, including rock climbing walls, batting cages, ice rinks, a

golf driving range, a gymnastics center, a bowling center, indoor turf playing fields and basketball courts, a 150,000-square-foot health club, pro shops, TV production studios, marina, restaurants and more. Its newest location is in Stamford, Connecticut.

#### THE CHALLENGE

#### One Platform for 28-Acre Facility

Stuart Sheinbaum, vice president and director of Communications for Chelsea Piers, identified the need for a business telephone system that would:

- Standardize on a single business telephone system to handle the entire 28-acre facility;
- Provide the ability to add additional systems including a second system at its new Stamford, Connecticut location;
- Improve communication with direct-extension dialing, intercom, and paging across the entire facility;
- Handle 20,000 average monthly incoming calls;
- Provide unified communications for their sales team, including caller ID, call history, and screen pops integrated with salesforce.com® and the health club database;
- Provide emergency support with battery backup and alarms;
- Facilitate remote centralized management for adds, moves and changes;
- Facilitate remote centralized administration;
- Report trunk and port usage and track call volume; and
- Provide an immediate ROI and ongoing cost savings.

Chelsea Piers turned to Tele-Dynamics Voice & Data of New York City. Tele-Dynamics has been an Authorized Toshiba Dealer for nearly 30 years. Jerry Pullman, vice president of Operations, and Robert Pullman, CEO, recommended Toshiba's Strata® CIX™ IP business telephone system to meet Chelsea Piers' needs. Chelsea Piers has been a Tele-Dynamics and Toshiba customer since 1993.

#### Industry: Entertainment

#### Major Accomplishments:

- Standardized on Toshiba's Strata CIX business telephone system platform
- Connected remote workers with Toshiba's Strata Call Manager
- Improved internal and external communications with four-digit dialing, intercom and paging across all locations
- Enabled remote centralized management capabilities
- Saved money by re-using existing Toshiba Legacy hardware and telephones in migration to the new system
- Provided cost savings to pay for the lease of the new system, plus Chelsea Piers saves an additional \$26,000 annually



Shown here with Stuart Sheinbaum of Chelsea Piers (seated), Robert Pullman (left) and Jerry Pullman (right), both of Tele-Dynamics, delivered a Toshiba business telephone system that handles more than 20,000 telephone calls every month.

## THE SOLUTION

### Toshiba's Strata CIX Exceeds Chelsea Piers' Goals

Installed by Tele-Dynamics Voice & Data, Chelsea Piers' Toshiba business telephone solution consists of:

- A Strata CIX1200 business telephone system and 350 Toshiba telephones for five locations covering 28 acres;
- Fiber networking to connect all five locations;
- A Strata CIX670 business telephone system at its newest facility in Stamford, Connecticut;
- More than 350 Toshiba telephones on site;
- Strata Media Application Server (MAS);
- Call Manager for unified communications, plus screen pops integrated with salesforce.com and CSI database; and
- Network eManager® for centralized remote administration.

*"Together, Toshiba and Tele-Dynamics delivered on our top three goals: standardization on an affordable, reliable platform; reduced business telephone costs; and the ability to self-administrate. It's a winning combination." - Stuart Sheinbaum, vice president and director of Communications, Chelsea Piers*

#### Result #1: Single Telephone System for 28-Acre Facility

With Toshiba's Strata CIX1200, Chelsea Piers now has one business telephone system for its five cost centers across 28 acres. All five locations share centralized voice mail and low-cost T-1 services, plus direct extension dialing across all locations.

#### Result #2: Improved Internal and External Communications

With the Strata CIX1200, Chelsea Piers improved internal and external communications with four-digit dialing, intercom and paging services across the entire 28-acre facility. Incoming calls go to a live operator, so no call ever goes unanswered during business hours.

#### Result #3: Centralized Remote Administration

Using Toshiba's Network eManager remote administration tool, Chelsea Piers' IT team members can now remotely manage the entire telephone system from their laptop or desktop computers. They can easily make adds, moves and programming changes remotely for all five venues.

## THE BOTTOM LINE

### Chelsea Piers Saves Time, Money and Gains Efficiencies With Toshiba Strata CIX

Toshiba and Tele-Dynamics have met Chelsea Piers' communications objectives, including:

- Standardizing all five locations on a single business telephone system, including four-digit dialing, intercom and paging;
- Adding an additional Strata CIX system to its newest facility in Stamford, Connecticut;
- Re-using existing fiber network for significant cost savings;
- Reducing service costs with centralized administration;
- Protecting their original investment by migrating from an older Toshiba Legacy digital system to the new IP-converged Strata CIX, which allowed the re-use of telephone handsets and interface units, delivering a significant cost savings;
- Eliminating Centrex lines, saving \$50,000 plus annually; and
- Providing an immediate return on investment as well as \$26,000 in annual savings.



Jerry Pullman (left) and Robert Pullman (right), both of Tele-Dynamics, worked with Stuart Sheinbaum of Chelsea Piers to create a Toshiba business telephone system that provided an immediate return on investment and \$26,000 in annual savings.

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