



Phoenix Manufacturing Stays Cool With Toshiba's IPedge Business Telephone System

Toshiba Success Story

About Phoenix Manufacturing Inc.

Phoenix Manufacturing Inc. (PMI — www.evapcool.com) is a designer, manufacturer, and distributor of evaporative cooling products designed for the comfort of residential and business environments. Based in Phoenix, PMI is a division of Continental Materials Corp., which also has divisions in Colton, California;

and Colorado Springs, Colorado. PMI's Phoenix facility comprises four buildings across 12 acres. Incorporated in 1975, PMI has nearly 40 years of experience in business, serving the HVAC industry with a promise of delivering high-quality products and services. The company's tagline is "The Cool Alternative."

THE CHALLENGE

Improve Customer Communication and Reduce Costs

Ruth Roman, PMI's controller, specified the company's communications objectives, which include:

- Improving internal and external communication;
- Providing a Unified Communications application to improve staff communication;
- Delivering Unified Messaging to deliver email, voice and fax messages to a single inbox;
- Creating a feature-rich contact center with call reporting, call recording and call management applications;
- Enabling the IT team to handle some of its own system administration to save time and money; and
- Providing a reliable business telephone system that is affordable while delivering cutting-edge technology features with a fast return on investment.

Chris Corbett, president of Authorized Toshiba Dealer Cortel Communications, based in Phoenix, recommended Toshiba's IPedge®. "We recommended IPedge because we knew it would exceed PMI's objectives," he said.

Industry: Manufacturing

Major Accomplishments:

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

- Providing reliable IP telephony that supports 35,000 calls per month
- Empowering staff to communicate more effectively with Unified Communications
- Saving time with Unified Messaging for one inbox for all messages
- Delivering a contact center solution with fully featured call management, reporting and recording software
- Enabling the IT team to remotely self-administrate the system
- Delivering an affordable system with a fast return on investment



From left, Cindy Meadows and Ruth Roman of Phoenix Manufacturing with Chris Corbett of Cortel worked together to create a telephony solution to handle more than 35,000 calls per month. Cindy administers the Toshiba system internally.

THE SOLUTION

Toshiba's IPedge Delivers Affordable, Reliable IP Telephony

Installed and serviced by Cortel Communications, PMI's new business telephone solution consists of:

- *IPedge EC IP business telephone system to serve four buildings across the 12-acre facility;*
- *76 Toshiba IP5000 series IP telephones;*
- *Jabra wireless headsets for mobile workers;*
- *Toshiba's Call Manager™ unified communications solution;*
- *Unified Messaging, delivering a single inbox for email, voice and fax messages; and*
- *Toshiba contact center solution, which includes Toshiba ACD, TASKE reporting and OAISYS Tracer call recording;*
- *Integration with a DoorKing gate telephone at the rear entry of the main Phoenix warehouse as well as a CyberData door phone at the front door for added security; and*
- *Enterprise Manager for simple, browser-based administration and remote management.*

Result #1: Call Manager UC Application Improves Staff Communication

Using Toshiba's Call Manager Unified Communications application, PMI's staff has been able to improve their communication by using UC features, including call-handling capabilities such as Click-to-Dial from their database; Presence to see staff availability; Chat instant messaging for quick, internal communication; tracking calls; and taking notes on a call.

Result #2: Affordable, Richly Featured System Improves Communication

Toshiba's IPedge met PMI's requirement for an affordable, richly featured business telephone system that helped improve communication both internally and externally. Toshiba's ACD with TASKE reporting and OAISYS Tracer call recording help keep customer service at its optimal level. As well, Unified Messaging helps users stay connected with all email, voice mail and faxes coming into a single inbox accessible from their desk phones or smartphones.

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

With Toshiba's browser-based Enterprise Manager, the IT manager can remotely make moves, adds, changes and global updates to all the IP telephones on the IPedge system quickly and easily.

BOTTOM LINE

Toshiba's IPedge Improves Communication While Handling 35,000 Calls per Month

Toshiba's IPedge IP business telephone system exceeded PMI's communications objectives, including greatly improving staff communication by using Toshiba's Call Manager Unified Messaging application while delivering a fast return on investment by eliminating costly telephone lines and implementing a fully IP-based business telephone system.

Bottom-line benefits include:

- *Smooth handling of 35,000 calls per month;*
- *Improved staff communication with Unified Communications application;*
- *Time savings with unified messaging capabilities;*
- *Assurance that virtually every incoming call is answered by a live person using Toshiba's ACD solution;*
- *Improved telephone customer and supplier service by using OAISYS Tracer call recording for training and agent performance reviews;*
- *Ability to add and easily move IP telephones and systems as the company grows; and*
- *Cost savings by moving to an affordable IP system with a fast return on investment.*



From left, Ruth Roman and Cindy Meadows of Phoenix Manufacturing with Chris Corbett of Cortel are pleased with the Toshiba IPedge system that provides robust Unified Communications, contact center solution and remote system administration.

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