

TRADE UP TO STRATA CIX40



Toshiba's philosophy is based on customer investment protection, and we are therefore pleased to offer you the opportunity to trade up your Strata DK16 or DK40 system to the latest Strata CIX technology. Strata CIX40 will enable you to improve your communications infrastructure, and increase efficiency and customer satisfaction.

Upgrading to Strata CIX40 is an easy and cost-effective process, allowing you to take advantage of increased features and functionality. Core to this is the ability to implement Internet Protocol (IP) telephony when it's right for your business, allowing you to implement remote working and reduce costs.

Our Strata solutions are designed to provide an easy upgrade path to our latest technology. This means that you won't necessarily need to replace your entire current system to take advantage of new functionality. In some cases, you may only need to replace the key system itself.

Key benefits:

- » Implement IP telephony easily and quickly (see reverse).
- » Project the image of a much larger organisation, and increase efficiency with a fully functional voicemail solution.
- » Ensure customers can always get through to who they need with Direct Dial-In (DDI) numbers.
- » Minimise missed opportunities, lost business or customer dissatisfaction through call queuing and messaging solutions.
- » Directory dialling from Strata digital and IP display featurephones.
- » Improve productivity by using multiple call forwarding, built-in Uniform Call Distribution (UCD), phantom ring groups, advanced hunt groups and hot dialling.
- » Easy distinction between internal and external calls with two colour LED and distinctive ring patterns.
- » Battery back-up for maximum business continuity.
- » Identify revenue opportunities through lost call display on ISDN.
- » Allow 8 party conference calls at no extra cost.
- » Use SIP handsets to enable mobility of staff.
- » Enjoy continued reliability with a system that will grow as your company grows, and adapt as your needs change.
- » Reduced cost of ownership through SIP trunking, available directly from the IP card to eliminate the need for an external gateway.
- » Ensure efficient running of your Strata communication platform with built-in traffic reporting, and alarms to notify of line faults.

Fully integrated and functional voicemail

Strata CIX40 features a fully functional voicemail system that ensures your customers never hear an engaged tone, or endless ringing. Functionality includes:

- » Provide information out-of-hours and allow customers to route their own calls through Auto Attendant (AA) functionality.
- » Allow calls to be routed to different extensions depending on the time-of-day, or day-of-week automatic scheduling.
- » Ensure that faxes are always routed to the correct place with automatic fax transfer.
- » Call screening, allowing users to know who is calling and take the call, or leave them to go to voicemail as appropriate.
- » One-touch call recording of two-way conversations, ensuring important calls are efficiently recorded for future playback.
- » Ensure customers know if you are away from your desk, or on the phone with multiple personalised greetings.
- » Allow multiple users to see when a message has been left in a mailbox, for example a sales or technical support voicemail, with phantom message waiting.
- » Capture specific information from customers through voice forms, for out-of-hours ordering.
- » Intelligent user prompts for voicemail operation through soft key integration with Toshiba display featurephones.
- » Built-in modem for remote maintenance.
- » Automatic configuration, ensuring that the system is up and running as quickly as possible, with minimal disruption.

Easy implementation of IP telephony

Strata CIX40 allows organisations to implement IP telephony when it's right for their business. IP telephony can provide tangible benefits for many organisations, including:

- » Enables more flexible working options for your employees with remote or home working opportunities.
- » Reduces operating costs with a converged network, allowing voice to 'ride for free' over existing networks between sites.
- » Removes obstacles to growth with easy addition of more lines when necessary, wherever or whenever needed.
- » Flexible IP-QSig configuration providing feature transparency across branch office locations.
- » Feature-rich IP end-points, including one with a separate analogue line to allow users to call out in the event of network failure, and emergency services to be dialled from the exact location of the user.

How to upgrade your DK16/40 solution

Strata CIX40 is the perfect upgrade solution for our existing customers who currently have Strata DK16 or DK40 systems. By upgrading to Strata CIX40 you can take advantage of the new functionality available in our Strata CIX range, whilst continuing to enjoy the unrivalled reliability you've come to expect from Toshiba's communication platforms.

To upgrade your Strata DK16 or DK40 solution, please contact your service provider who will be able to provide you with more information on our Strata CIX40 solution, and a quote. If, however, you do not have a current maintenance agreement, please contact us at bcd_marketing@toshiba.co.uk.

For more information on our Strata CIX40 solution, please visit www.telecoms.toshiba.co.uk.



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Toshiba is committed to providing flexible, reliable and feature-rich communication solutions that help companies increase efficiency, reduce costs and improve customer satisfaction. With best in class reliability and customer investment protection, Toshiba are perfectly placed to satisfy the communication needs of our customers today and in the future.

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