TOSHIBA
Leading Innovation

The City of White Salmon Improves Communication With Toshiba's Strata CIX IP Business Telephone System

Toshiba Success Story

About the City of White Salmon

Situated on a bluff overlooking the Columbia River, the City of White Salmon takes its name from the nearby White Salmon River, which was named by the Lewis and Clark Expedition when they observed the river teeming with salmon whose color turned white after spawning.

Located 65 miles from Portland, the City of White Salmon is home to about 2,500 residents. Nicknamed "the land where the sun meets the rain," the City of White Salmon is on the edge of the Columbia River Gorge, home to some of the world's best windsurfing and kiteboarding.

THE CHALLENGE

Create an Affordable and Reliable VoIP System With Centralized Apps

Leana Johnson, IT manager and clerk/treasurer for the City, identified the need for a business telephone system that would meet the City's communication objectives, including:

- Have one business telephone system for all city departments in five locations, including city hall, police department, public works, fire department, and the public pool;
- Centralize telephony applications, including voice mail and auto attendant and allow for call transfers and direct extension dialing between all locations;
- Securely network all locations together via wireless point-to-point links, including full encryption;
- Provide an affordable and reliable telephone solution; and
- Allow a mix of IP, digital and analog endpoints.

Authorized Toshiba Dealer NW Communication Systems Inc. of Bingen, Washington, installed and provides service and support for the City's system. Raymond Paskey, sales manager of NW Communication Systems, recommended Toshiba's Strata® CIX™ system as the City had successfully been using Toshiba business telephone products for decades.

"Since the City has been using Toshiba telecom solutions for so long, they knew they could continue to rely on Toshiba to deliver on their objectives," Paskey said. NW Communication Systems has been an Authorized Toshiba Dealer since 2006.

Industry:
Government

Major Accomplishments:

Toshiba's Strata CIX IP converged business telephone system has met the City's communications objectives, including:

- *A single business telephone system to support all city locations*
- *Reduced telephone service costs of $3,600 annually by moving to PRI*
- *Improved communication between staff and the public by having direct-dial extensions by department*
- *Ability to forward Fire Department calls to the chief's cell phone using "find-me, follow-me" call routing*
- *Mix of IP, digital and analog endpoints across all locations, which helps reduce costs*

City pool lifeguard Suzie Willey (center) stays connected with a heavy-duty cordless telephone and the help of Leana Johnson of the City of White Salmon and Ray Paskey of NW Communication Systems Inc.

THE SOLUTION

Toshiba's Strata CIX Mixes IP, Digital and Analog to Meet the City's Communication Needs

Installed by NW Communication Systems Inc., the City's Toshiba business telephone system consists of:

- One Strata CIX100 business telephone system at City Hall;
- Endpoints at four other locations for the police department, public works, fire department, and public pool;
- Networking between locations via 30MB of fully encrypted wireless point-to-point links;
- A total of 27 ports at all locations with a mix of IP, digital, and analog (cordless) endpoints;
- Centralized voice mail and auto attendant; and
- Unified messaging for select users, which allows them to receive their voice mail via email.

Result #1: Centralized System Reduces Costs
Toshiba met the City's requirement for a centralized system with shared voice mail across all locations. Today, calls route through the receptionist or directly to each department, thus ensuring that calls are answered and routed to the right person. Callers can easily leave messages in the individual's voice mailbox. With Unified Messaging, users can access their voice mail right from their email inboxes.

Result #2: Remote Users Can Take Their IP Phones With Them
Using Toshiba's IP telephones, the City's remote workers can literally take their phones with them wherever they go. Whenever there is an office reconfiguration, the IP phone goes with the worker, eliminating the need for costly service calls. The system's "find-me, follow-me" service is helpful to the volunteer fire chief who uses it to send incoming calls directly to his cell phone.

Result #3: Heavy-Duty Cordless Phone for Public Pool
Using a heavy-duty cordless telephone at the public pool helps ensure that there's always a connection. The City used to have to set up a temporary telephone line for the months that the pool was open. Now, they can use the cordless telephone anytime.

THE BOTTOM LINE

Centralized Toshiba Business Telephone System Saves Costs and Improves Communication

Toshiba's Strata CIX telephone systems have met the City of White Salmon's communications objectives, including:

- Centralized telephone system across all locations;
- Networking of all locations via wireless point-to-point links;
- Reduced service costs of $3,600 per year by consolidating 22 telephone lines into one 12-channel PRI;
- Reduced costs with blended IP and digital telephone system;
- Improved communication between City staff and the public;
- Increased privacy for confidential calls with individual voice mailboxes;
- Reliable and durable telephone system; and
- The ability to grow and migrate to new communication technologies in the future.

"Together, Toshiba and NW Communication Systems delivered on our primary goals of a having an affordable, centralized business telephone system with a mix of IP, digital and analog endpoints, plus they helped us reduce costs," said Leana Johnson, IT manager for the City of White Salmon.

Leana Johnson of the City of White Salmon and Ray Paskey of NW Communication Systems Inc. created a Toshiba business telephone system that saves costs and improves communication for the City and the public.

TOSHIBA
Leading Innovation

To locate an Authorized Dealer, call: (800) 222-5805

Toshiba America Information Systems Inc.
Telecommunication Systems Division

9740 Irvine Blvd., Irvine, CA 92618-1697
National Accounts (800) 234-4873
www.telecom.toshiba.com

© 2012 Toshiba America Information Systems Inc. All rights reserved. All product, service and company names are trademarks, registered trademarks or service marks of their respective owners. Information including, without limitation, product prices, specifications, availability, content of services, and contact information is subject to change without notice.

Literature Order #:TSD-White Salmon AppStory-PDF

Photo Credit: Leslie Sullivan