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Toshiba PR Contact:
Teri Sawyer, T&Co.
714-536-8407
terisawyer@me.com

LifeLong Medical Care Heals Communications With Toshiba's IP Business Telephone Systems

IRVINE, Calif., Sept. 11, 2012 — Toshiba America Information Systems Inc., Telecommunication Systems Division (Toshiba) — www.telecom.toshiba.com, has helped LifeLong Medical Care connect the employees and patients of its network with Toshiba's [IPedge®](#) and [Strata® CIX™](#) IP and converged business telephone systems. Founded in 1976, California-based LifeLong Medical Care is a dynamic nonprofit community organization with locations in Alameda, Contra Costa and Marin counties. LifeLong provides approximately 233,720 health care visits annually to more than 41,000 individuals of all ages, many with complex health conditions.

Managed by Betsy Ami, IT director, and Phillip Klatt, IT manager, LifeLong's Toshiba business telephone system helps meet their communication objectives, including:

- Centralize telephony applications, including voice mail, call center and system administration;
- Network all locations together over IP for easy extension dialing and eliminate long distance between locations;
- Provide an affordable and reliable telephone solution;
- Allow a mix of IP and digital telephones;
- Effectively handle more than 1,000 incoming calls every day;
- Facilitate remote centralized administration for all locations; and
- Support LifeLong's mission to provide the highest possible quality of service to its patients and their families.

LifeLong's Authorized Toshiba Dealer, ATS Communications Inc. of Concord, Calif., installed and provides service support for the system. Sanford Gladding, sales manager of ATS Communications, said, "With Toshiba's migration promise to 'Leave no customer behind,' Toshiba's IPedge and Strata CIX meet LifeLong's

communications needs both today and into the future.” ATS Communications has been an Authorized Toshiba Dealer since 1988.

Solution: Toshiba Provides the Best of Both Worlds — IP and Digital Converged Communications

Installed by ATS Communications, LifeLong’s Toshiba business telephone system consists of both pure IP and IP converged systems for the best of both worlds, including:

- One [IPedge](#) EP business telephone system;
- Four [Strata CIX670](#) business telephone systems;
- Four [Strata CIX100](#) business telephone systems;
- [Strata Net](#) networking, which connects the locations to each other via IP;
- Nearly 900 ports;
- More than 600 [Toshiba IP](#) and [digital telephones](#) across the network;
- Toshiba [SoftIPT® softphones](#) for mobile workers;
- For unified communications, two [Strata MAS](#) systems: one with [auto attendant](#), [Unified Messaging](#), and [voice mail](#), and the other for Toshiba’s Strata ACD and TASKE call center solutions for LifeLong’s call center with four groups and 15 agents; and
- [Network eManager®](#) for centralized remote management of all systems in all locations.

Result #1: Centralized System Reduces Costs, Improves Productivity

Toshiba met LifeLong’s requirement for a centralized system with shared applications across all locations, including voice mail, call center and remote system management. Using Toshiba’s Network eManager remote administration tool, LifeLong’s IT staff can now remotely manage the entire telephone system from their desktop or laptop computers.

Result #2: Seamlessly Networked Systems Deliver Low-Cost Communication

LifeLong’s locations are seamlessly networked via IP using Toshiba’s Strata Net IP networking solution. Networking the systems enables direct extension dialing and call transfers between the locations, helping reduce long distance charges by thousands of dollars every month. And, it’s helped improve communication between both the internal staff and their patients.

Result #3: IP Phones Reduce Cabling Costs by 50 Percent

Utilizing IP telephones has helped LifeLong cut its cabling costs for their new construction in West Berkeley by 50 percent. As well, during construction, IP telephones have enabled staff to move easily and take their IP telephones with

them.

Bottom Line: A Centralized Business Telephone System That Saves Costs and Improves Communication

Toshiba's *IPedge* and Strata CIX telephone systems have met LifeLong's communications objectives, including:

- Centralized applications;
- Networking over IP;
- Cost savings of more than \$2,500 per month by eliminating toll charges between networked locations;
- Use of IP telephones, which allows LifeLong's floating staff members to take their telephones with them as they move between locations;
- Improved routing of patient calls to the right call center group and agent;
- Ability to grow the system by adding IP or converged solutions and IP, digital or mobile endpoints;
- Centralized, remote administration of the entire system, which reduces time to make changes while decreasing the need for costly service calls; and
- Standardization on a single vendor platform for all locations.

"Together, Toshiba and ATS Communications delivered on our primary goals of centralized applications, IP networking between all locations, and the ability to do remote system administration. With Toshiba and ATS, we have a winning combination," said Betsy Ami, IT director, LifeLong Medical Care.

"Our Toshiba business telephone system is extremely reliable and easy to use, allowing us to focus on our patients and staff while providing the best communications solutions possible," added Phillip Klatt, IT manager, LifeLong Medical Care.

For an Authorized Toshiba Dealer, visit: www.telecom.toshiba.com

About Toshiba America Information Systems Inc. (TAIS)

Headquartered in Irvine, Calif., TAIS is comprised of three business units: Digital Products Division, Imaging Systems Division, and Telecommunication Systems Division. Together, these divisions provide digital products, services and solutions, including industry-leading portable computers; televisions, TV/DVD Combination products, Blu-ray Disc and DVD products, and portable devices; imaging products for the security, medical and manufacturing markets; and IP business telephone systems with unified communications, collaboration and mobility applications. TAIS provides sales, marketing and services for its wide range of products in the United States and Latin America. TAIS is an

independent operating company owned by Toshiba America Inc., a subsidiary of Toshiba Corporation.

About Toshiba

Toshiba is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 550 consolidated companies, with 202,000 employees worldwide and annual sales surpassing 6.1 trillion yen (US\$74 billion). Visit Toshiba's Web site at www.toshiba.co.jp/index.htm

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