

## Toshiba's Strata CIX IP Business Telephone System Improves Productivity and Saves \$100,000 Annually for Crow Friedman Group

### Toshiba Success Story

#### About Crow Friedman Group LLC

Founded in 1996, the Crow Friedman Group provides professional liability, commercial, and group health insurance as well as risk management services to a wide variety of businesses, including architecture, building, interior design, environment, financial, legal, healthcare and other consultants and businesses.

Based in Memphis, Tennessee, Crow Friedman Group staff has more than 322 years of combined insurance experience representing more than 1,800 professional firms in Tennessee, Alabama and Georgia. Its staff is compiled of licensed individuals who are specialists in determining the right insurance for each client.

#### THE CHALLENGE

#### Reliability and Mobility in an Affordable, Networked IP System

Ruth Hardimon, assistant vice president and operations manager for Crow Friedman, identified the need for a business telephone system that would meet the company's goal of improving customer service. Objectives for the system included:

- Networking of all four locations, delivering centralized applications including voice mail, automated attendant and remote administration;
- Mobility for its sales force with softphones on their laptops and mobile devices;
- Ability to see the status of station extensions across the network for all users, regardless of location;
- Ability for one receptionist to handle incoming calls for all locations, with easy transfer capabilities;
- Unified Communications so users can receive voice messages and faxes in their email boxes;
- Easy routing of calls to the right person with direct-extension dialing; and
- Ability to support hundreds of inbound and outbound calls every week.

Mark Tygesson, a communications consultant based in Memphis, Tennessee, recommended Toshiba for its quality, reliability, capabilities and reputation. Tygesson also recommended CommWorld of Memphis, an Authorized Toshiba Dealer since 1996.

#### Industry: Financial & Business Services

#### Major Accomplishments:

Toshiba's Strata CIX telephone system has met Crow Friedman Group's communications objectives, including:

- *Delivered a reliable and dependable business telephone system*
- *Enabled mobility for the sales force*
- *Networked systems in four cities*
- *Enabled Presence functionality for all employees*
- *Provided Unified Messaging capabilities*
- *Improved internal communication*
- *Implemented centralized voice mail, auto attendant and remote administration*
- *Reduced costs by centralizing the receptionist*



Together, the teams at Crow Friedman and CommWorld of Memphis worked together to create a Toshiba IP business telephone system that saved Crow Friedman more than \$100,000 annually. From left: Mark Tygesson, Crystal Courtney, Leanne Elkins, Valerie Beaver, John Crow, and Ruth Hardimon.

## THE SOLUTION

### Toshiba's Strata CIX Delivers High Reliability

Installed by CommWorld of Memphis, Crow Friedman's Toshiba business telephone systems support the company's four offices in Memphis and Nashville, Tennessee; Birmingham, Alabama; and Atlanta. The systems consist of:

- Memphis Office: One rack-mounted Strata® CIX™670 business telephone system with Strata MAS supporting Call Manager and centralized voice mail;
- Birmingham Office: IP desk telephones and SoftIPT® softphones, which are connected to the Memphis office's Strata CIX;
- Atlanta Office: Strata CIX200 business telephone system;
- Nashville Office: Strata CIX100 business telephone system;
- Network eManager® for remote management of all systems; and
- All four locations networked together over IP via Toshiba's Strata Net and PRI. Together, there are a total of more than 100 ports. The offices share centralized voice mail and have a mix of IP5000 digital desk telephones, IP desk telephones and SoftIPT softphones. All users have Strata Call Manager for call handling.

Valerie Beaver, vice president of operations and coordinator of CommWorld of Memphis, handled the sale, customer service, and coordinated with Tygesson to ensure all of Crow Friedman's objectives were met.

#### Result #1: Dependable Mobility With SoftIPT Softphones

Crow Friedman's sales team can now take their business telephones with them wherever they go in the form of Toshiba's SoftIPT softphones on their laptops or smartphones. Utilizing Internet access, they have all the same features and functionality of their desk telephones while they are on the road, including the ability to make calls, answer calls, transfer calls, access voice mail and hold conference calls.

#### Result #2: Presence Functionality Improves Internal Efficiency

With Crow Friedman's staff spread between the four locations as well as its road warrior sales team, it was difficult to know who was available for a call. Now with Presence on the Toshiba telephones, it's easy for employees to see who is on the phone or is available for a call. Being able to see the status of an extension at a glance helps improve internal efficiency.

#### Result #3: Virtually Unbeatable Reliability

A long-time Toshiba business products user, including copiers, Crow Friedman's team knew firsthand that Toshiba delivers virtually unbeatable quality and reliability, so when it was time for a new business telephone system, Toshiba was the first choice.

## THE BOTTOM LINE

### Toshiba Strata CIX Systems Deliver Reliability, Mobility and Improve Internal Efficiency — and Save \$100,000 Annually

Toshiba's Strata CIX telephone systems have met Crow Friedman's communications objectives, including:

- Networking of all four locations, delivering centralized applications including voice mail, automated attendant and centralized remote system administration;
- Mobility for the sales force with softphones on their laptops and mobile devices;
- Presence capabilities for easy viewing of extension status across the network;
- Unified Messaging for improved productivity;
- Reduced costs of \$100,000 annually by allowing one receptionist to handle incoming calls for all four locations; and
- The ability to grow and migrate to new communication technologies in the future.



Valerie Beaver of CommWorld of Memphis and Ruth Hardimon of Crow Friedman work with receptionist Leanne Elkins using a Toshiba telephone console to ensure the utmost customer service for incoming calls.

# TOSHIBA

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Literature Order #:TSD-Crow Friedman AppStory-PDF

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