

Tech-Talk

A newsletter from **UNITEL**

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A HIGHER STANDARD

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UNITEL VALUES YOUR OPINION:

We would appreciate your input to help improve our offerings and quality of service. Please send your opinions or ideas by clicking on the following link. Thank you!

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TOSHIBA

The Toshiba Difference- **Blended Technologies**

Customer profile:



School District Of Wabeno Area

In 2010, Superintendent Dr. Kim Odekirk and the School District Of Wabeno Area began investigating a new communications system for their schools. The district wish list was to combine the high school (which is one-quarter of a mile away), elementary/

middle school, and administration offices all into a single system. They had concerns with some areas of the schools still utilizing old wire, while also having needs to integrate paging, loud ringing bells, and fax machines. And, like most school districts, they were on a very limited budget. They questioned infrastructure costs for a complete IP system (meaning costly rewiring, purchasing new switches and being forced to upgrade to a T1 line interface). They were also very concerned with paying ongoing license fees, which have become a major budget headache for many districts that selected some well-marketed IP systems where all related costs are often not disclosed.

Unitel brought in the Toshiba CIX 670, which is a "Blended Solution" – meaning it can mix and match analog, digital, IP, and fiber technologies, all within the same cabinet. This was a great fit for the school district.

The main system was installed in the elementary/ middle school, while a remote cabinet connected via fiber now serves the high school.

- Due to reuse of existing wire, digital display telephones were placed in every classroom, providing hands-free voice announcements and simple, easy-to-use features.
- Administrative personnel received large-screen digital display speakerphones with advanced features such as Caller ID, Call Record, and Remote Call Forwarding.
- The main Reception stations were provided a combination of desktop and PC consoles. They are now able to see system-wide activity for multiple buildings, and with a touch of a button are able to call any phone with a hands-free voice announcement.
- Analog extensions were installed in each school to support fax machines and loud ringing bells.
- The IP technology provides the link to a Media Application Server, which provides Voice Mail, Auto Attendant and Unified Messaging for all administrators, staff, and teachers.
- Also, since the server has Host Media Processing (meaning it can run multiple applications), we were able to provide Strata Call Manager for administrators - linking their desktop PC to their desk phones and providing pop screens for incoming calls.

- Finally, if the district chooses to do so in the future, the possibility exists for them to utilize an existing wireless connection to the bus garage to provide an IP telephone - allowing them to be joined to the system as well.



Effectively, our system with its flexibility met every technology challenge.

The budget challenge was met through Toshiba's flexibility – by allowing us the ability to work within the existing infrastructure, the ability to combine line services between schools (saving \$500 to \$600 per month on provider costs), and to be able to provide a 7-year equipment warranty directly from Toshiba.



What Was Old Is New Again

Twenty years ago Centrex (or a phone system with no equipment to purchase), provided by the local telephone company was the new way to save money and eliminate the need for a telephone system. Centrex quickly fell out of favor with most businesses because of the limited features and the overall long term costs. There are a few companies still using Centrex - the largest active Centrex user in Wisconsin is the State of Wisconsin.

Today, Centrex has been reinvented and renamed "Hosted VOIP" or "Managed IP". The sales pitch is directly out of the 1990's...with a spin. The spin is that it is directed at IT directors and purchasing managers, who were never exposed to Centrex.

Hosted VOIP has the same limitations as Centrex, with additional data and network concerns. The first problem with Hosted VOIP is the cost over a five to seven-year period, compared to a traditional telephone system. Second, would be the limited features.

The biggest selling point of Hosted VOIP is that there is no equipment to maintain. This is also the biggest problem area. While it is true there is no VOIP PBX for you to maintain, you are at the mercy of your local phone company to update and change your phone system (at their location) at the same speed they have always had. Remember, your local phone company will not do any work to support your desktop computer, or your internal data network or equipment.

Hosted VOIP may be a great solution for any company that likes to have all of its proverbial communications eggs in one basket, has money to burn, and is willing to sacrifice a little voice / data network security and quality to get it.

Toshiba CIX Phone Systems - IP Solutions for an IT World

Today's businesses operate with employees working at home, at branch offices, start-up locations – even at customer locales.



Toshiba's flexible Strata CIX systems can change with the evolving needs of your company and help streamline your communications - wherever and however you work.

Strata CIX capabilities and features can increase your profitability in so many ways...

- Evaluate call patterns for better management decisions and simplified billing
- Restrict access to long-distance calls
- Connect seamlessly to high-speed digital services
- Take advantage of Voice over IP technology, minimizing long-distance charges
- Automatically route outgoing calls to the least-cost line or carrier

TOSHIBA

Get all the details about Toshiba's family of Strata CIX IP Communication Systems and how they can benefit your organization. Contact us today at: **(800) 359-7833** or customerservice@unitelinc.com

Unitel Is Pleased To Announce The Addition Of Two New Employees To Our Company:



Krystle Romanowicz joined Unitel as an Administrative Assistant and member of our Customer Service team, as a Customer Service Representative.

Krystle attended UW-Oshkosh, finishing her degree in Education at FVTC. A Florence, WI native, Krystle now lives in the Appleton area. Her hobbies include snowboarding, riding motorcycle and hunting.



Terry Toraason, Sales Representative, also recently joined Unitel.

A 21-year veteran of the telecommunications industry, Terry has worked for companies such as MCI, Executone, CTI and Convergent Solutions. His wealth of experience in areas such as government accounts and complex applications, coupled with his dedication to customer service and customer satisfaction fits perfectly with Unitel's business model.

An Oshkosh area resident, Terry is active in supporting youth activities and athletics, and has coached youth soccer for 14 years.



\$\$ Money For Leads \$\$

Do you or someone you work with know of a Company that is in need of a new telephone system? It could be someone that is building a new location or moving. If so, please contact us - and you could receive a gift card valued from \$25.00 to \$100.00 (depending on the system size) for any qualified lead resulting in a sale.

It's easy – just click on the link below and let us know, and we will contact you for the information!

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All Your Communication Needs In One Easy Solution

The Toshiba Value Plus Rental Program is designed to meet your communication needs and keep your system running smoothly so that you can have complete confidence focusing on your business.

Gain peace of mind knowing experts will properly maintain your system to avoid downtime and maximize efficiency. Contact us today!



