

Unified Communications

Converge applications and communication channels for superior collaboration and customer care.

Office phones, cell phones, voice mail, email, videoconferencing, instant messaging and more... your organization has many ways to connect with employees, customers and business partners.

But if all those channels work independently, the communication system isn't delivering all the value that it could.

Unified communications bring it all together for more natural, productive and effective collaboration and customer care.

*Toshiba America Information Systems, Inc.
Telecommunication Systems Division*

July 2009

Unified Communications

Converge applications and communication channels for superior collaboration and customer care.

Today's business realities:

The customer visits the company's Web site, participates in an interactive Webcast, then clicks to place an IP voice call to get more information on the topic. The call arrives along with the customer's file, so the account representative can greet the customer personally and has the information at hand to make an informed recommendation.

The busy executive has a cell phone, laptop, PDA, desktop PC and multiple email accounts, but he quickly accesses and manages messages from *all* those systems from within one Microsoft Outlook inbox, from anywhere.

Working on several virtual teams, the product manager juggles multiple roles and work locations, but she doesn't miss any important calls, because she has dictated by day and hour exactly how incoming and outgoing communications should be handled.

In a few short decades, the world has been profoundly changed by communication technologies. Your employees, customers and suppliers have been profoundly changed by this transformation as well.

Chances are, many of them had computer chips in their crib toys, used PCs as toddlers, and became immersed in the Web in grade school. To them, texting, Twitter and teleconferences are as natural as face-to-face encounters. MySpace is real space, while "the office" is a virtual place.

The workplace might be an airplane seat one day, a trade show booth the next, and home or a Wi-Fi hot spot the next day. Business flows across desktop phones, mobile devices, PCs, laptops, Webcams and more. It is voice, video, text, images—and inventive convergences of all of these forms. It is interactive, broadcast, pushed, pulled, following and leading—in ways users expect to be able to choose and control.

Is your business communications system up to these realities?

Does it measure up to the expectations of employees, customers and business partners who have come to assume anywhere/anytime connectivity? Does it mirror the multi-dimensional ways that people now communicate in all aspects of their lives? Is it delivering all the business value it should?

It is not enough to have multiple channels to communicate with internal and external audiences—telephones, voice mail, email, instant messaging and so on. In most organizations, these various forms of communication work independently of each other, sometimes forcing callers to try multiple methods before reaching someone—and even then, giving them inconsistent interfaces and treatment.

Unified communications bring together these various forms of communication. The workforce is now empowered to streamline business processes, work more productively and optimize all contacts. Information reaches recipients faster and through the most appropriate and preferred media.

Most businesses already have several ways to communicate with internal and external audiences—office and cell phones, voice mail, videoconferencing, email, instant messaging, and more.

Unified communications bring together these various forms of communication.

The business potential of unified communications

Unified communications converge computer and telephone systems into one integrated tool to improve business interactions within and outside the company. Imagine the possibilities for your organization:

Collaborate across the campus as easily as across the next cubicle.	Is a colleague on the phone? Free for a meeting? With network presence, you can see the status of other users, both their telephone busy/idle status and Outlook calendar. Click on the name in an online directory to call or conduct an instant message chat session. You decide which option is most efficient.
Blend applications to mirror the way you work.	From a single interface—usually on a PC or laptop—you can place a call, launch an application, open a document or Web page. Save time by having quick access to the most frequently used productivity tools.
Use your PC or laptop to control your phone.	Without picking up the phone—just using the mouse—you can click to dial, answer or transfer calls and more. “Drag-and-drop” features make phone features such as speed dialing, call transfer and call forwarding faster and easier to use.
Get important information delivered with the call.	Call answering personnel can provide superior, personalized service by immediately knowing which customer is calling and having pertinent information at hand about the relationship. When the call comes in, the communication system automatically looks up the calling number in a database and presents a screen pop of information drawn from your customer relationship management (CRM) applications and databases.
Be accessible to colleagues and customers, wherever you are.	Tell the system how to find you as you work in different locations and use different communication devices. The system could ring your desk phone and mobile/cell phone simultaneously, or try one, then the other, until it finds you or sends the call to a designated alternate or to voice mail.
Have your calls forwarded anywhere on demand.	Incoming calls can reach you when you’re out of the office. From anywhere, you can change the forwarding instructions to reflect your current location. Employees stay in touch no matter where they are.
Tailor communications to your work style and needs.	You determine the way calls are handled. For instance, “Until noon on Mondays, send calls to my cell phone and announce the caller’s name. Between noon and 1pm, send calls directly to voice mail. After that, try my office phone first, then cell. Let me transfer calls from my cell phone to a colleague in the office.” This is accessibility with real control.
Use a smart cell phone as a PBX extension.	Mobile workers can make and answer their calls on the office PBX system from virtually anywhere—while on the wireless LAN in the office or on a cellular network outside the office. To callers, the mobile worker is just as easy to reach as staff in the office; location is invisible.

Unified communications makes it more natural, convenient and productive than ever to communicate with colleagues, customers and business partners, wherever they are and wherever you are.

Enrich communications with videoconferencing and collaboration tools.	Many meetings can be effectively conducted without the burden and expense of traveling, when communications are multimedia and natural to use. You don't have to travel to see the other participants, view products and presentations, collaborate over a shared application, brainstorm together on a whiteboard, pass notes or transfer files.
Check all your messages from one place.	Imagine the time and frustration saved if you could access all your voice, fax and email messages all in one place. You can check messages for multiple devices and accounts from your home email system or from anywhere over the Internet.
Integrate the phone system with Microsoft applications.	Check email, voice mail and fax messages all together in your Microsoft Outlook inbox. Control calls remotely from within Microsoft applications, and tell the system how you want your status to be communicated—on the phone, available or booked.
Enable off-site workers to be just as productive as those in the office.	You may have a mix of on-site employees, telecommuters who work at home, mobile employees and personnel in remote branch offices. Extend the productivity and convenience features of the communications system to them as they roam around the campus with wireless IP phones or work anywhere within the reach of an Internet connection, using a laptop, desktop PC or PDA.

To get the most value from these capabilities, choose a UC solution that enables you to customize virtually any existing feature and create new ones to meet your specific needs. You can customize not just PBX call-processing features, but also blended features that span multiple applications and resources, such as voice mail, automatic call distribution (ACD) and computer-telephony integration (CTI). Look beyond the ability to set standard system configuration options for various features; you will want to truly customize how features work and interact.

Bottom-line benefits

It is easy to see how unified communications can improve the business just by lifting the limits on how people communicate and how business gets done. Unified communications seamlessly blend the visual and the verbal, voice and data, local and remote, PC and phone, fixed and mobile, productivity tools and communication tools, privacy and accessibility, freedom and control.

For your employees...

Unified communications grant customized control over when, where, and how they can be reached, wherever they are or however they access the network—ultimately erasing the communication barriers that inhibit business flow.

For your customers...

Unified communications make it easier to reach you, receive superior customer service and interact via the most comfortable and convenient communication method for them.

For the organization as a whole...

Unified communications provides the foundation to converge business functions and units into a cohesive and customer-centric entity—one that performs more productively and delivers differentiating customer care.

Give your employees customized control over when, where, and how they can be reached, wherever they are or however they access the network—ultimately erasing the communication barriers that inhibit business flow.

Get the advantages of unified communications for your organization.

Toshiba® believes that, by definition, unified communications should be easy to buy and deploy. So we have bundled all the capabilities described in this document (and more) into a single Toshiba Unified Communications Suite™.

This software package resides on the Toshiba Strata® Media Application Server (MAS) and works with any Strata CIX™ VoIP (Voice over IP) IP PBX system, supporting from a few users up to 1,000 users and more, networking systems in multiple locations.

Multiple applications, one server

One UC server, one UC software package... this all-in-one solution makes it easy and affordable for enterprises to deploy and manage full-featured unified communications. Because it reduces the need for multiple servers to support each application separately, the Toshiba Unified Communications Suite dramatically decreases cost and complexity.

Unlike many other manufacturers' systems that require a dedicated server for each application, the Toshiba UC suite resides on one server, greatly reducing the cost and complexity of deploying multiple applications.

Applications bundled in the Toshiba Unified Communications Suite

Application	Function
Unified Messaging	Stratagy® voice processing capabilities, including auto attendant, call routing, voice mail, unified messaging, fax integration, audiotext, call screening, message notification and more
Net Phone®	Call control from a PC, presence, instant messaging/chat, outbound dialing from any application, and screen pops through integration with CRM applications
SoftIPT	Softphone access to virtually all desktop telephone features via an Internet-connected notebook computer or PDA
Video Communication Solution (VCS™)	Videoconferencing and collaboration with desktop/application sharing, file transfer and message board capabilities
Personal Call Handling	User-defined treatment of incoming calls including schedule-based call and caller-based routing, one number access (find-me-follow-me sequential ringing), call screening (announcing the caller name) and simultaneous ringing of desk and mobile phones
Call Monitor and Retrieve	The ability to listen to a caller leaving a voice message—with the option to pick up the call now or after the message is complete
Call Return (voice mail boomerang)	The ability to return a call while listening to a voice message, and after the call, to return to the same place in the voice mail listening queue

The applications above are all included in the Toshiba Unified Communications Suite, but they can also be purchased individually. Separately or together, everything has been pre-tested and pre-integrated for assured interoperability.

Comprehensive solution, unified interface

Toshiba Unified Communications capabilities integrate with Toshiba Strata CIX IP System voice features to form one comprehensive, integrated communication solution. Best of all, these solutions work through a seamless user interface that is independent of the device you use and works from any location.

The Toshiba Unified Communications Suite interworks with other software as necessary to provide special capabilities, such as with Toshiba's uMobility solution for mobile unified communications, Microsoft Exchange 2007 for Outlook integration, and Microsoft Office Communications Server 2007 (OCS) for remote call control and on-demand telephony presence from within Microsoft applications.

Deploy what you need. Expand on demand.

Toshiba's Unified Communications Suite is now available through Authorized Toshiba Dealers nationwide. You can select the mix of modular capabilities that meet the specific needs of your business. Implement what you need today and add what you need in the future. With more than 40 years of experience, Toshiba and our authorized dealer network can provide the right UC solution for your organization.

Closing thoughts

If you already have a Strata CIX IP System, take advantage of the Toshiba Unified Communications Suite to converge the many ways your organization communicates with its internal and external audiences. If you are evaluating new business communication systems, consider the advantages of unified communications for your organization:

Foster better productivity, collaboration and customer care by:

- Enabling workers to access their customized phone services from anywhere
- Making it easy for callers to do business with even the most mobile employees
- Integrating multiple media into a rich, dynamic communication experience
- Freeing people to go where the work goes, with full access to communication features

Redefine the culture of the organization by:

- Blending computer and phone systems into an integrated productivity tool
- Erasing the communication barriers that inhibit the flow of business
- Streamlining business processes in ways that improve responsiveness and agility
- Making it easier for separate business functions and organizational units to work together as a cohesive and customer-centric entity

With the Unified Communications Suite, Toshiba has made it easier and more affordable than ever to take advantage of unified communications. Find out more by contacting your Authorized Toshiba Dealer or visiting www.telecom.toshiba.com.

Existing Toshiba IP business communication systems—from the Strata CIX40 IP System for small businesses to the Strata CIX1200 IP System for larger enterprises—can all support unified communications.

Toshiba's Unified Communications Suite delivers the structure and intelligence to enable various forms of communication to work together, so information reaches recipients quicker and through the most appropriate medium.

About Toshiba America Information Systems Inc. (TAIS)

TAIS provides sales, marketing and services for its wide range of information products in the United States and Latin America. TAIS is an independent operating company owned by Toshiba America, Inc., a subsidiary of Toshiba Corporation.

Toshiba Corporation is a world leader and innovator in high technology, a diversified manufacturer and marketer of advanced electronic and electrical products. These products span from information & communications systems; digital consumer products; electronic devices and components; as well as power systems including nuclear energy; industrial and social infrastructure systems; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 730 companies, with 199,000 employees worldwide and annual sales surpassing US \$67 billion (FY 2008).

For more information on Toshiba's full product line, visit www.toshiba.com.
For more on Toshiba telecommunications systems, visit www.telecom.toshiba.com

*The Toshiba Strata Media
Application Server (MAS)—
the platform that hosts the
Toshiba Unified
Communications Suite—
received a 2009 Product
Innovation Award from
Network Products Guide.*

© 2009 Toshiba America Information Systems, Inc. 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.