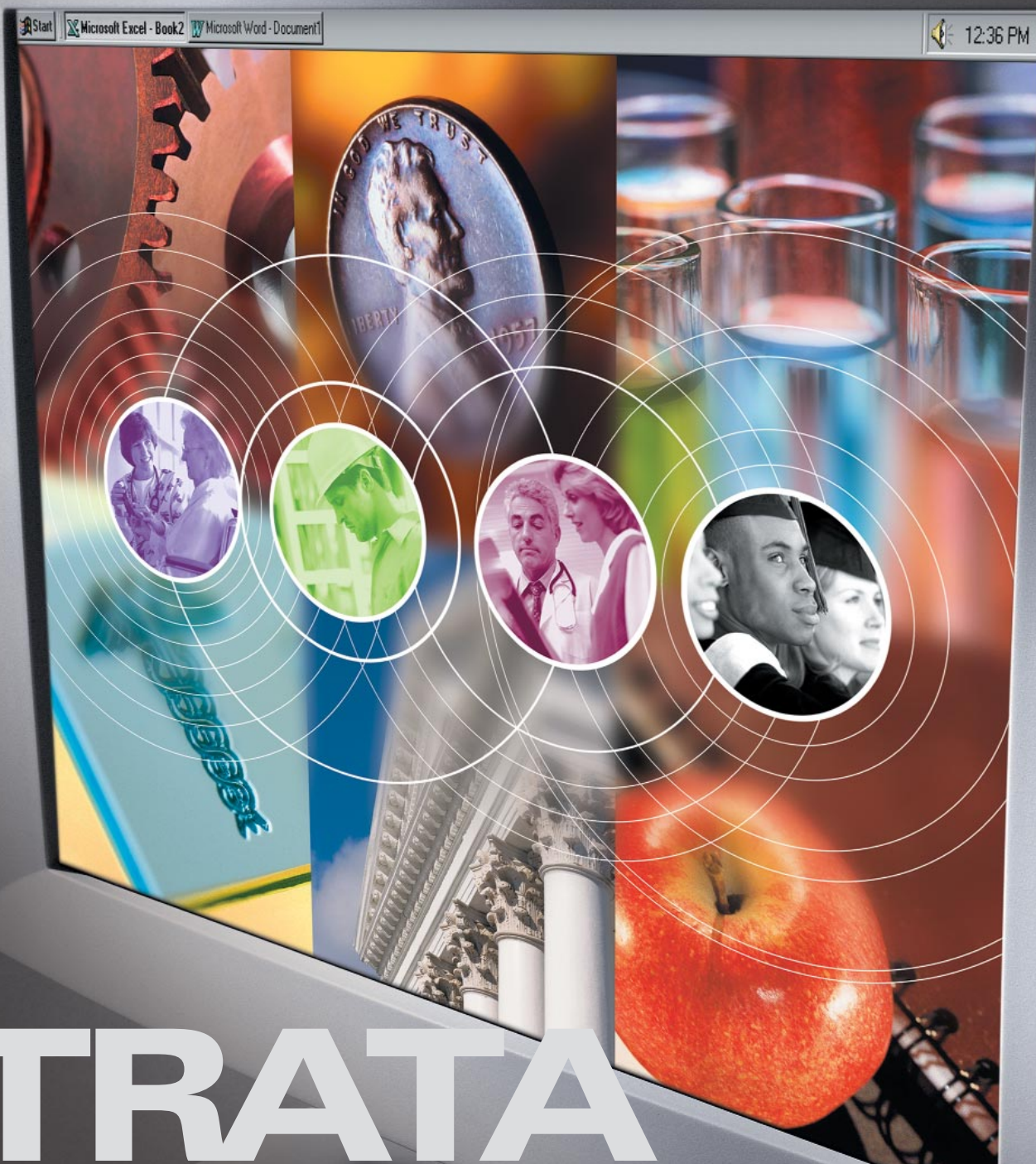


**TOSHIBA**



**STRATA**

**Toshiba STRATA CTX**

**Southern Clay** Products  
Manufacturing

# TOSHIBA

# STRATA CTX

## **Toshiba Strata CTX Business Communication Solution Molds Perfectly To Fit Southern Clay Products**

In the high-tech world of synthetic and natural clay products, Southern Clay Products is a world leader in mining, developing, and delivering clay-based specialty additives that are used in a wide variety of products ranging from paper and ink to cosmetics and pharmaceuticals. When the 60-year-old Gonzales, Texas-based company decided to take its telecommunications capabilities to the next level, it called on Authorized Toshiba Dealer Innovative Communication Systems, Inc. (ICS) of Austin, Texas.

"Southern Clay Products has progressed from being miners and suppliers of unprocessed ore in Gonzales, Texas to being a world leader of specialty additives for many technically advanced products," said Earline Cmakal, IT assistant at Southern Clay Products. "As our company evolved and moved into more high-tech industries, it became important for our telecommunications system to also become more advanced and capable of allowing us to communicate more effectively."

Working with Bill Simons, vice president of Innovative Communication Systems, Cmakal and Jason Chapman, also an IT assistant at Southern Clay Products, took a long, hard look at the company's current telecommunications capabilities and costs, and they identified the features and benefits they wanted in a new system. Among the features on their wish list was centralized voice mail, the ability to have extension-only access between their nine buildings in two cities, and to lower their long-distance costs.

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### **Strata CTX Delivers Flexible, Networked Communications**

Simons recommended Toshiba's Strata CTX family of business communication systems to transparently network the company's two locations. The high-end Strata CTX670 was installed at the company's manufacturing headquarters, a campus location with nine buildings in Gonzales, Texas, and the smaller Strata CTX100 was installed at the company's executive offices in Austin, Texas. Networking the systems allows users at all the buildings, whether in Austin or Gonzales, to access the Strategy ES voice processing system, which delivers centralized voice messaging, auto attendant for after hours, and unified messaging. Combined, the two systems provide voice communications and messaging capabilities serving the company's 160 employees.

Toshiba systems are not new to Southern Clay Products. In fact, the company bought a Strata DK280 in the early 1990s and upgraded to a Strata DK424 in 1998 before installing the new Strata CTX systems in early 2002. Chapman said, "When we started looking for a new telephone system, we knew we wanted to stay with Toshiba. Our experience had always been very positive in terms of the quality, reliability, capabilities, and service from Toshiba and its dealers."

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### **Migration From Older Strata DK424 System Saved \$40,000 In Upgrade Costs**

In addition to continuing with a telecommunications company they know and trust,

Jason Chapman and Earline Cmakal of Southern Clay Products manage the Toshiba Strata CTX systems that network their offices in Austin and Gonzales, Texas.





another benefit of staying with a Toshiba system for Southern Clay Products was the cost-effective migration path from the existing Strata DK424 to the new CTX systems.

Authorized Toshiba Dealer Simons explained, "By using the existing station cards, trunk cards, and telephones, we were able to migrate Southern Clay Products to the new CTX platform with all its bells and whistles, without having to uninstall all of the previous equipment. In fact, we were able to keep almost all of the telephone cards and just bring in the new PRI and processor boards, so they continue to get a lot of value out of their original investment."

Migrating from an existing Toshiba system also allowed Southern Clay Products to realize cost savings by keeping and using 100 of their existing Toshiba digital telephones. Simons said, "To replace all of the telephones would have cost in excess of \$25,000. By migrating from the older Toshiba system to the new system, Southern Clay saved \$40,000 in upgrade costs."

Cmakal agreed, "The strong migration path was a big part of why we chose Toshiba. Toshiba's migration capabilities gave us flexibility to move to a much more powerful business communication system that fit our growing needs at a cost that we could fit into our budget."

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## Direct Dial Extensions Cut More Than \$1,200 Off Monthly Long Distance Charges

The system also enables calls to be transferred between the two locations just by dialing the three-digit extension. Cmakal said, "If a customer calls our Austin office but needs to talk with someone at the Gonzales plant, it's as easy to transfer to the other office 70 miles away as it is to transfer it to the office next door. The caller gets immediately connected to the person they wanted, without having to hang up and redial."

By enabling direct-dial extensions, long distance charges between the two facilities were virtually eliminated. Chapman said,

"Because our two locations are so far apart, our long distance charges just between our own employees were very high, typically exceeding \$1,200 per month. Today, there is no charge for calls between the two locations because we can dial extensions directly."

Going to direct-dial extensions also has made it easier for Southern Clay Products' employees. "The Strata CTX allows us to call each other simply by dialing the three-digit extensions, which makes it easy for us to talk with each other. In addition, we can talk as long as we need to, without worrying about the long distance costs," Cmakal said.

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## Networking The Strata CTX Systems Reduced T1 Line Costs By More Than 90%

In addition to having a state-of-the-art telecommunications system for its location, Southern Clay Products realized significant cost savings by changing the way long distance is routed. Prior to installing the Strata CTX system, Southern Clay Products had a T1 line set up at its Gonzales, Texas location, which is approximately 70 miles from Austin, the nearest big city. The long distance provider was charging the company more than \$3,000 per month for the remote T1 service.

Simons immediately saw an opportunity for cost savings by moving the T1 to Austin and then setting up a point-to-point voice and data T1 capability to the Gonzales location by using the QSIG networking features in the Strata CTX system. He said, "By moving the T1 to Austin and routing calls differently, we were able to reduce Southern Clay Products' T1 line costs from more than \$3,000 to just \$200 per month."

Today, all the long distance for both locations is routed through the Austin office. Simons said, "Because long distance charges in Austin are more competitive than in remote Gonzales, we were able to negotiate a very affordable rate package."

Cmakal said, "We're very pleased with the solution to move the T1 line to achieve a \$2,800 per month cost savings. At the same



**Toshiba Dealer**  
**Bill Simons of ICS**  
discusses the benefits  
of the Toshiba  
Strata CTX with Jason  
Chapman, IT assistant  
at Southern Clay  
Products.



From left, Bill Simons of ICS and Southern Clay's Jason Chapman and Earline Cmakal have maximized the Toshiba Strata CTX to annual cost savings of more than \$84,000.

time, no one had to change his or her calling patterns in order to capture the savings, so it's been technically transparent and seemingly effortless cost savings for us."

## Remote Programming Eliminated Frequent 70-Mile Trips Between Offices

Remote programming was also a big benefit of the new Strata CTX system. Cmakal said, "We used to have to go on-site to make any programming changes to the telephone systems, but now that we're using the CTX administrator software, we can do this remotely from our desktop PCs, which saves us a lot of time and effort."

Cmakal and Chapman are responsible for all programming, including adding new users, programming users' telephone keypad buttons, and handling minor service issues.

## Reliable Telecommunications Is Essential For Success

"Our telephones are an integral part of our business," Cmakal said. "We work with our customers by telephone every step of the way, from taking the order to product delivery. Because each order entails very specific technical information needed to deliver a very complex product, R&D and quality assurance are often involved. And, of course, shipping is an essential part of our customer service as our products must arrive at the right place at the right time in order to be integrated into the products our customers make."

Southern Clay Products is a specialty business, where almost every product is customized to the individual customer's needs. Cmakal said, "When our customers call Southern Clay Products, they get a person who can help them with their order. We also have direct dial numbers for our customer service representatives, so customers can consistently work with the same person here at the company. Each customer service rep can also coordinate with our R&D or commercial development departments to fulfill highly specialized orders. Because the orders are so technical, having a flexible, reliable

telephone system helps ensure a very high level of customer service and satisfaction."

"Toshiba gives us the reliability to have a telephone system that's always working. We're a 24-hour company, and our phone system has to work 24/7. Without our telephones, we'd be out of business. Toshiba's reliability is something we depend on."

## Increased Internal Communication Improves Overall Efficiency

"The Strata CTX systems are also essential to our internal communication. In addition to serving the customers, our employees literally go out into the world, explore for the natural clay products, and manage plant sites to mine and develop the products. We also have plants that create synthetic clays or hybrids. Being able to be in touch with our remote workers means that we can get information quickly, whether it's for internal use or for a customer request," Chapman said.

"The new Stratagy ES voice messaging system has also brought value to the company's internal communications," Cmakal said, "Having a reliable voice mail system helps us communicate with one another without playing phone tag. Through voice messages, we're able to solve problems, deliver exceptional customer service, and stay informed about our company and products."

## Annual Savings Of More Than \$80,000 Gives ROI In Less Than One Year

Combining savings in long distance and T1 services, Southern Clay Products has a cost savings of more than \$7,000 per month using the new Toshiba Strata CTX systems. This cost savings means the entire system will pay for itself in less than a year.

Cmakal said, "We're very pleased with the return on investment of the system, the ongoing cost savings, and the many new capabilities the system has brought to our employees. Here at Southern Clay Products, we feel we've 'mined' a real winner in our Toshiba Strata CTX systems."

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