

TOSHIBA



Toshiba STRATA CTX



Pomp's Tire Service

Automotive Servicing & Tire Sales

STRATACTX

Toshiba Puts The Pedal To The Metal At Pump's Tire Service

Founded in 1939, Pump's Tire Service is one of the largest tire dealers in the Midwest with more than 50 tire sales and automotive service stores and manufacturing facilities located in seven states throughout the Midwest. Serving thousands of retail, commercial, and wholesale customers every month, Green Bay, Wis.-based Pump's Tire Service depends on its Toshiba Strata business communication systems to handle the hundreds of customer calls it gets each week.

"We rely heavily on our telephones for customer communications, whether they're calling to buy tires wholesale or to make service appointments for their personal cars," said Ron Korb, service engineer at Pump's Tire Service. "With our continued growth and increasing telecom needs, we needed a telecom system we could completely depend on to deliver high quality customer service."

Korb turned to Authorized Toshiba Dealer Unitel Inc. of Appleton, Wis., for a new, technologically advanced business communications solution from Toshiba. Korb worked with Fred Stoeger, sales manager at Unitel, to upgrade the company's telephone systems to integrate remote locations with the corporate offices.

Stoeger said, "Since Pump's Tire Service is a longtime Toshiba user, we were confident that upgrading to Toshiba's Strata CTX systems would be a good choice. The Strata CTX has allowed them to integrate the system across all their locations, maximizing the investment in their previous Toshiba systems."

Toshiba's Smooth, "Well-Oiled" Migration Path

Pump's Tire Service has been a Toshiba user since 1988 when it purchased a Strata VIe from Unitel. As the company grew, it added and upgraded Toshiba systems, moving to a Strata DK96 and then to the Strata DK424i before upgrading to the Strata CTX systems.

Korb said, "While we considered competitive product lines, none of them could match Toshiba's long history of success and reliability, and I knew I could rely on Toshiba to deliver the right system for us at a competitive price that would allow us to migrate most of our existing equipment."

Korb also appreciated working closely with Unitel senior technician Charles Karlen on the design and implementation of the system. He said, "Chuck's level of experience, professionalism, and technical ability are truly exceptional, and his commitment to the customer is unmatched."

Like fine-tuning a car engine, migrating from its previous Strata DK systems to Strata CTX670 and Strata CTX100 systems empowered Pump's Tire Service to maximize its original investment while greatly increasing its performance and capabilities. In fact, Pump's Tire Service was able to utilize all the telephone interface cards that were purchased over the last 10 years, plus its voice processing solution and telephones.

Pump's Tire Service still uses its 10-year-old Toshiba Stragty VP100 voice processing solution, which blended seamlessly with the Strata CTX670 and Strata CTX100 systems, enabling the company to centralize voice mail across locations.

L-R: Dave Servais, Pump's Tire network manager; Chuck Karlen, Unitel senior technician; Fred Stoeger, Unitel sales manager; and Rob Korb; service engineer at Pump's Tire.



Korb plans to upgrade to Toshiba's Strategy Enterprise Server voice processing solution. "With multiple locations to install, we appreciate being able to pace the upgrades, while keeping the systems up and running and rolling out the new technology at a manageable pace," he said.

Pomp's Tire Service was also able to migrate all of its older DKT2000-series digital telephones over to the new system. At the corporate offices, individuals use new Toshiba DKT3000-series digital telephones.

Korb said, "Toshiba's telephones are the most reliable telephones available. They take a beating in our tire shops where they are used constantly and subjected to oil, rubber, dust, and dirt, but their sealed dial pads keep the grime out, and they keep on working."

Powering Up The Telecom Performance

Toshiba remote fibre optics cabinets were utilized to link the corporate offices, which are located in three separate buildings.

The Strata CTX systems were installed with Toshiba's VoIP cards, allowing Pomp's Tire Service users to transmit voice over the company's existing data network. Frame relay VoIP is used to network a dozen of the sites in various states to the corporate offices. The company plans to expand it to more of its stores and facilities because, according to Korb, "It works so well and provides a cost savings over long distance."

800 Number With DID Keeps Sales Spinning

Since Pomp's Tire Service also sells tires wholesale, it was important that commercial and wholesale customers could reach their salespeople day or night. He said, "With the new Toshiba system, our customers now have a direct line to their sales representatives. This gives us a competitive advantage by allowing more direct contact

and is in keeping with our philosophy of developing personal relationships with our customers."

Korb explained, "To create the direct dial numbers for our salespeople across all our locations, we broke up the frame for dedicated long distance, which gives us the capability of Direct Inward Dialing (DID). When this is incorporated with voice mail and a dedicated 800 number, our salespeople can be reached either immediately or via voice mail. The system also enables external call forwarding, so many of our sales and service people have their DID numbers forwarded to cell phones, enabling customers to reach them immediately."

"Even if they get voice mail, customers know that our special off-site notification lets the salesperson know that a voice mail message is waiting," Korb added.

Customized Flexibility Gets The Green Light

Since Pomp's Tire Service is involved in many facets of the automotive industry, including retail, commercial, and wholesale tire sales as well as tire retreading, the telecommunication needs are very diverse.

"One size doesn't fit all, and when you have more than 50 sites in seven states that are involved in different sides of the business, the differences can be amazing," Korb said. "At every turn — be it the need for fibre remote cabinets, Windows®-based programming, or VoIP — Toshiba and Unitel have met our needs. Toshiba's 'mix-and-match' product policies ensure that we have total flexibility for the unique needs of our locations."

Remote Administration Keeps Things Humming Along

Using Toshiba's Network Interface Card over the Wide Area Network (WAN), Korb is able to remotely administer the system, without having to drive across states to make



Unitel salesman Fred Stoeger (right) explains the many features of the Strata CTX to Pomp's Tire service engineer Ron Korb.



Unitel technician Chuck Karlen (left) and Pump's Tire service engineer Ron Korb worked together to connect the 50-plus stores and offices together.

changes on-site at each location. He said, "It's just like being there. We can remotely change the time, speed dials, add voice mail, and much more, all from our desks."

"Trying to cover 50 sites in seven states is difficult enough. Being able to eliminate drive time is much more efficient, allows us to fix problems without delay, and it makes my job easier," Korb added.

Revving Up The Inter-Office Communication

"The new Toshiba system has greatly improved our internal communications," Korb said. "We can now call each other using the three-digit extension over our frame relay technology, rather than having to dial long distance."

Working with Unitel, Korb accomplished this by creating a Windows-based WAN that provides automatic external call forwarding to any employee extension. He added, "We could not have done this with many other manufacturers' systems."

Affordable, Cutting-Edge Technology From Team Toshiba

With Toshiba's investment protection and migration policy, Pump's Tire Service was able to retain as much as 80 percent of the cost of its original Toshiba systems by reusing much of its original equipment, while it gained all the benefits of the newer solution.

The new Toshiba system also has helped Pump's Tire Service save thousands of dollars in long distance charges by using the frame relay VoIP system and direct T-1 lines. In fact, the system virtually eliminated long distance costs between the connected offices, which previously accounted for a significant portion of the company's overall long distance charges.

According to Korb, the company was already paying for its computer network, so using it for the VoIP solution was an added benefit since it meant the network resources could be shared and maximized.

Toshiba In The Winner's Circle

"Toshiba delivers unmatched telephone solutions exactly as promised year after year. Toshiba's amazing investment protection policy, reliability, quality, and support are unmatched by any competitor. In today's economy, hard-earned money should get you a hard-working system. That's what Toshiba does," Korb said.

He summed it up by saying, "Toshiba and Unitel are definitely in the winner's circle at Pump's Tire Service!"

For more information about Pump's Tire Service, please visit www.pomptire.com.

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