

TOSHIBA



STRATA

Toshiba STRATA CTX

MonierLifetile

Roof Tile Manufacturer

TOSHIBA

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Toshiba Has A Customer For Life In MonierLifetile

As the nation's leading manufacturer of roof tile products for homes, MonierLifetile makes and sells concrete roof tiles that emulate high-end niche products, including wood, clay, and slate. Created by a merger in 1997 between long-time industry leaders Monier Inc. and Boral Lifetile Inc., Irvine, Calif.-based MonierLifetile has more than 1,000 employees at 15 facilities, including manufacturing plants and sales and service offices, throughout the United States.

MonierLifetile relies on its Toshiba Strata CTX business communication system to handle thousands of calls each week from homeowners, professional builders, vendors, and suppliers. Walt Hadzinsky, MonierLifetile's director of information technology services, said, "We needed a comprehensive, integrated business communication system to connect all our offices and plants, giving us a 'one-company look and feel.'"

Hadzinsky turned to Authorized Toshiba Dealer Digital Telecom & Technology Inc., of Denver, Colo. Working with its La Mirada, Calif.-based team, MonierLifetile relied on Digital Telecom & Technology's regional offices in St. Petersburg, Fla., Corpus Christi, and San Antonio, Texas, to install the Toshiba system at its 15 U.S. locations.

From Hodgepodge To A Cohesive System

"MonierLifetile had a hodgepodge of telecom equipment from several manufacturers, which presented a challenge because they wanted to keep what they could while upgrading their system to network their offices together and add IP telephony and other capabilities," said Rus Withers, president of Digital Telecom & Technology Inc.

Because MonierLifetile already had a significant number of older Toshiba Strata DK and other systems, Withers recommended that the company move to a 100 percent Toshiba system. "Upgrading allowed MonierLifetile to keep and reuse all of its Toshiba 2000- and 3000-series digital telephones and most of its original station cards, while still upgrading to the latest Toshiba Strata CTX models."

Hadzinsky said, "Going 100 percent Toshiba allowed us to have a completely networked system with all the bells and whistles we wanted, for less than half the cost of buying another manufacturer's system. In fact, Toshiba's legendary upgradeability is a primary reason we chose Toshiba."

Networked 15 Locations

Toshiba Strata CTX670 systems were installed at MonierLifetile's headquarters in Irvine, Calif., as well as its larger locations in Rialto and Lathrop, Calif. These systems are networked to Strata CTX100 systems in 12 other locations across the United States, including manufacturing plants and sales offices in Calif., Colo., Fla., Wash., Ariz., Nev., Mo., and Texas.

MonierLifetile's 15 locations are networked together using Toshiba's Strata Net QSIG networking over an AT&T frame network, using Voice over IP where it makes sense.

"Our networked Toshiba system helps us put a professional face to our customers, whether they are homeowners replacing a roof or professional builders putting roofs on hundreds of houses," said Hadzinsky.

(From left), Walt Hadzinsky and Fernando Mejia of MonierLifetile, with Toshiba dealer Rus Withers of Digital Telecom, credit the Toshiba system with exceeding their expectations.



IP Where It Makes Sense

For its smaller and home-based offices, MonierLifetile opted for Toshiba IPT1020-SD IP telephones that provide remote, transparent extension of the main telecom system to these remote users with the same functionality as if they were locally connected.

"With the Toshiba Strata CTX system, MonierLifetile is able to use IP where it makes sense but isn't locked into using IP for the entire system," Withers said. "This allows them to gain all the advantages of IP, such as reduced long distance costs and service to remote users, along with the cost-effective installation of an IP telephone at smaller, remote offices."

He added, "With Toshiba IP telephones, MonierLifetile's remote users have nearly all the features of traditional Toshiba digital telephones, plus they are networked into the telecom system at the corporate headquarters so they share all the voice mail features including the automated attendant."

In the future, because Toshiba's Strata CTX systems are IP-enabled, MonierLifetile can add Toshiba IP telephones at any of its sites that are networked to a Strata CTX system. "To implement IP, all we have to do is plug a Toshiba IP telephone into virtually any Internet connection," pointed out Fernando Mejia, network administrator for MonierLifetile.

Wireless Helps Improve Shipping And Pick-up Capabilities

Wireless capabilities were also implemented where they make sense, without forcing the entire system to be wireless. For example, the shipping trailer for MonierLifetile's Lathrop, Calif.-based manufacturing plant is only about 300 yards away, but it might as well have been halfway across the country for the expense of the prior system.

Mejia explained, "Prior to the Toshiba system, we used copper wiring to connect the two facilities. Today, it's set up using a point-to-point wireless connection and Toshiba IP tele-

phones, providing a significant cost savings. The wireless link has made the voice and data communication seamless between the two facilities. This allows the shipping trailer to get shipping orders and requests for order pick-up virtually instantaneously."

Four-Digit Extension Calling Cuts Long Distance Costs

The networked Toshiba systems enabled four-digit extension dialing, eliminating virtually all long distance between MonierLifetile's 15 locations. "Our web-based company directory allows our employees to quickly look up four-digit extensions, so it's just like they are calling the office down the hall, even if they are 3,000 miles apart," Hadzinsky said.

"Since the calls are routed over our data network, there are no toll charges. In fact, eliminating long distance between our offices has contributed to a reduction in long distance charges of more than 50 percent since we installed the Toshiba systems," he added.

In addition, the system's Least Call Routing (LCR) capabilities have also helped reduce long distance costs by routing long distance calls through the nearest MonierLifetile office.

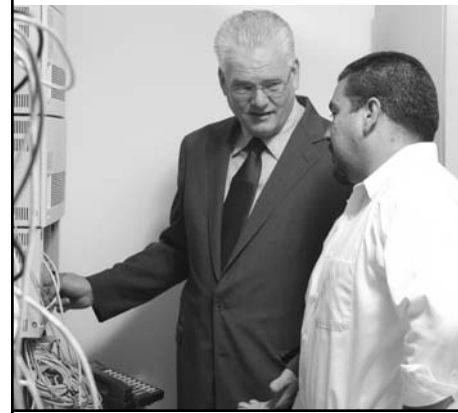
Centralized Voice Mail Connects Employees, Cuts Costs

MonierLifetile's system includes the Toshiba Stratagy Enterprise Server voice processing solution, which provides centralized voice mail to all employees in all locations.

"Having centralized voice mail eliminates the need for voice mail systems at each of our offices, which would have cost in excess of \$60,000," Mejia explained. "But most importantly, it provides a voice mailbox for every single employee and an ability to communicate via voice mail quickly and easily."

Conference Call Quality Improved While Costs Declined

Because MonierLifetile is a nationwide company with stringent manufacturing and deliv-



Toshiba dealer Rus Withers of Digital Telecom (left) and Fernando Mejia of MonierLifetile with the phone system at MonierLifetile that supports more than 1000 employees nationwide.



Walt Hadzinsky of MonierLifetile (left), with Toshiba dealer Rus Withers of Digital Telecom, oversees the Toshiba phone system for 15 company locations.

ery demands, conference calls are the primary format for their meetings. In the past, the company has spent in excess of \$5,000 per month with a conference call service. Now, with the Toshiba Strata CTX, MonierLifetile can utilize its own conferencing capabilities to set up and conduct most of its small-group conference calls.

Hadzinsky said, "In addition to saving thousands of dollars each month in conferencing fees, we have the flexibility of setting up small-group conference calls on the fly. We can call each other and have a productive call, even without prior planning."

Call Centre Provides Single Point Of Contact

Because MonierLifetile gets thousands of calls each week from potential customers, Mejia asked Digital Telecom & Technology Inc. to install a Toshiba call centre to give customers a single point of contact for the company. Mejia said, "The call centre allows our customers to dial a single number to reach our employees in all our offices and departments, allowing us to present a more cohesive image."

The call centre application also allows Mejia to create reports to determine call volume, call origination, call distribution, predict staffing needs, and improve the way calls are routed.

Centralized Admin Cuts Costs, Improves Service

Rather than having to travel all over the country to manage the telephone systems, changes can be made faster and easier from Mejia's desktop computer using Toshiba's Strata CTX WinAdmin centralized administration program.

Hadzinsky said, "Utilizing Toshiba's CTX WinAdmin, moves, adds, and changes can be done with a couple of quick clicks, and troubleshooting is faster than ever."

Hadzinsky estimates that having centralized administration has also reduced travel and service costs by at least \$20,000 annually.

Cost Savings And Productivity Exceed Expectations

"The new Toshiba system has exceeded our expectations for cost savings and productivity improvements, including a 50 percent cut in long distance charges, an 80 percent reduction in conferencing services, and at least \$20,000 annual savings in service and maintenance costs," Hadzinsky said.

The company also saved more than 50 percent by upgrading its Toshiba equipment over buying a new system from another manufacturer. As well, by using Toshiba's centralized voice mail, it eliminated the need to have systems at each of its offices, which would have cost in excess of \$60,000.

According to Hadzinsky, the Toshiba system also helped improve overall productivity by at least 25 percent. "This improvement means that our employees can work faster, solve problems more quickly, and provide improved customer service," he said.

According to Hadzinsky, one of the biggest contributions the system has made has been helping MonierLifetile reach its goal of having a "one-company look and feel" for both its employees and its customers. "We're very happy roofers indeed," he said of his Toshiba business communication system.

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