



Toshiba's VIPedge Cloud-based Business Telephone Solution Helps BookPal Make Literacy Dreams Come True

IRVINE, Calif., June 4, 2014 — Toshiba America Information Systems Inc., Telecommunication Systems Division (Toshiba — www.telecom.toshiba.com) today announced that its [VIPedge®](#) cloud-based business telephone solution has exceeded communications objectives — including adding self-administration, reliability and reduced costs — for BookPal, an enterprise book seller. Founded in 2005, Irvine, Calif.-based BookPal LLC (www.Book-Pal.com) currently has a catalog of more than three million titles and sells bulk books and eBooks to schools, businesses and government enterprises throughout the United States. The BookPal Foundation, created in 2012, was designed to promote literacy and education by providing book donations and special discounts to nonprofit organizations.

“Toshiba’s VIPedge cloud-based business telephone system has exceeded our expectations by providing a reliable, feature-rich communication solution that helped us save more than \$3,000 annually,” said Ketara Gadahn, director of Operations for BookPal. “We rely on Toshiba’s VIPedge cloud-based business telephone solution to help us better communicate with our customers and partners.”

Bottom-line benefits include: \$3,000 Annual Savings

- Saving \$3,000 per year by reducing maintenance costs;
- Processing more than 2,000 calls per month;
- Enabling the operations team to remotely self-administrate the systems;
- Providing Unified Messaging, which enables voice messages to be sent to users’ email boxes, saving time to view, save and share messages;
- Improving communication with Call Manager™ Unified Communications and Unified Messaging applications;
- Providing a remote access solution with Toshiba’s IP desk telephones, allowing employees to work from home;
- Enabling mobility with Toshiba’s IPMobility application so users can make and receive office calls on their mobile phones; and
- Delivering an affordable, feature-rich cloud telephony solution with exceptional reliability.

Toshiba VIPedge Benefits:

Benefit #1: Affordable, Application-rich Cloud Solution

Toshiba's VIPedge met BookPal's need for an affordable, application-rich business telephone solution. Toshiba's Call Manager allows users to easily access and review customer call history. Unified Messaging provides a single inbox for email and voice messages, helping users save time by getting all their messages in one inbox.

Benefit #2: Enterprise Manager Browser-based Self Administration

With Toshiba's browser-based Enterprise Manager, BookPal's operations team can remotely make adds, changes and updates from virtually anywhere they have Internet coverage. This reduces the costs and wait times for on-site maintenance and also allows the dealer to remotely access the system.

Benefit #3: Mobility Apps to Ensure Important Calls Get Through

Utilizing Toshiba's IPMobility mobile application, users can make and receive calls on their mobile phones just as if they were at the office. Toshiba's "Find-Me Follow-Me" mobility feature forwards office calls to any telephone number, helping to ensure that important calls always get through to the right person.

About the Toshiba System:

Toshiba's VIPedge Cloud-based Business Telephone Solution

Patrick Orr, sales manager at Lake Forest, Calif.-based **smplsolutions** (www.smplsolutions.com/toshibasolutions), recommended Toshiba's VIPedge.

Orr said, "Toshiba's VIPedge exceeded BookPal's needs with its robust telephony and unified communication features. It also helped reduce costs for their carrier services and system maintenance." **smplsolutions** has been an Authorized Toshiba Dealer since 2001.

BookPal's new business telephone solution consists of:

- A [VIPedge](#) cloud-based business telephone solution to support the company's Irvine headquarters;
- [Toshiba's IP desk telephones](#);
- Toshiba's [Call Manager](#) unified communications application;
- [IPMobility](#) for mobile integration with the VIPedge telephone solution;
- Find-Me Follow-Me mobile call routing to forward office calls to any other phone number;
- [Unified Messaging](#), delivering a single inbox for email and voice messages; and
- [Enterprise Manager](#) for browser-based remote administration.

“With Toshiba’s VIPedge cloud-based business telephone solution, BookPal receives the benefits of a feature-rich on-premises telephone system with the low cost of a cloud solution from a trusted manufacturer with a reputation for exceptional system reliability and dealer service,” said David Case, president of **smplsolutions**.

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About Toshiba America Information Systems Inc. Telecommunication Systems Division

Toshiba America Information Systems Inc., Telecommunication Systems Division is one of the three business units of Toshiba America Information Systems Inc. (TAIS) and offers business communication solutions for SMB enterprises and enterprises with multi-site or regional locations. Toshiba’s VIPedge cloud-based business telephone solution supports up to 500 users, and the IPedge and Strata CIX systems support from 8 to 1,000 users and offer Voice over IP, voice mail and unified messaging, conferencing and collaboration, unified communications applications, networking, mobility and more. Together with Toshiba’s PCs, tablets, copiers, and surveillance video cameras/recorders, Toshiba’s Telecommunication Systems Division helps enterprises maximize business efficiency in communications and mobility. Headquartered in Irvine, Calif., TAIS is an independent operating company owned by Toshiba America Inc., a subsidiary of Toshiba Corporation. For more information, visit www.Telecom.Toshiba.com.

About Toshiba

Toshiba Corporation is a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba Group brings innovation and imagination to a wide range of businesses: digital products, including LCD TVs, notebook PCs, retail solutions and MFPs; electronic devices, including semiconductors, storage products and materials; industrial and social infrastructure systems, including power generation systems, smart community solutions, medical systems and escalators & elevators; and home appliances. Toshiba was founded in 1875, and today operates a global network of more than 590 consolidated companies, with 206,000 employees worldwide and annual sales surpassing 5.8 trillion yen (US\$61 billion). Visit Toshiba’s web site at www.toshiba.co.jp/index.htm.

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