



**Toshiba PR Contact:**  
Teri Sawyer, T&Co.  
714-536-8407  
[terisawyer@me.com](mailto:terisawyer@me.com)

### **EYEMAGINE Gets the Edge With Toshiba's IPedge EP VoIP Business Telephone System**

**IRVINE, Calif., Dec. 4, 2012** — Toshiba America Information Systems Inc., Telecommunication Systems Division (Toshiba) — [www.telecom.toshiba.com](http://www.telecom.toshiba.com), helped [EYEMAGINE](#), an Irvine, Calif.-based eCommerce innovator, meet its communications goals with a new [IPedge® EP](#) Voice over IP business telephone system. Founded in 2003, EYEMAGINE empowers Fortune 500 clients nationwide to meet and exceed eCommerce goals by delivering effective eCommerce solutions, including design, development, mobile applications, systems integration, conversion optimization, enterprise resource planning (ERP) integration, custom online payment solutions, and more.

Cindy Natoniewski, EYEMAGINE's operations manager, specified the need for an IP business telephone system that would meet EYEMAGINE's communication objectives, which include:

- Establishing a voice communication presence with an affordable IP business telephone system;
- Replacing the previous system, which had been outgrown, with the latest in IP technology;
- Delivering the scalability that allows new users, features, and applications as the company grows;
- Having an Automated Attendant with different time-of-day outgoing greetings so that incoming calls are always answered; and
- Allowing users to personalize their telephone features, including their voice mailboxes.

EYEMAGINE turned to [smplsolutions](#) of Lake Forest, Calif., an Authorized Toshiba Dealer since 2001. Mark Gallagher, sales engineer **smplsolutions**, recommended Toshiba's IPedge EP Voice over IP business telephone system. He said, "Toshiba's IPedge EP is the perfect telephone system for growing small businesses. It has all the bells and whistles of a bigger system but is designed for companies with less than 40 users per server."

## **Solution: Toshiba's IPedge EP Delivers Scalable and Effective Voice Communication Presence**

Installed and serviced by **smpl**solutions, EYEMAGINE's Toshiba business telephone system consists of:

- One [IPedge](#) EP business telephone system, a single-server solution;
- [Toshiba IP 5000-series desk telephones](#);
- [Unified Messaging](#), which allows users to receive email, faxes, and voice messages in their email inboxes; and
- [Enterprise Manager](#) for simple on-site management, including changing names and resetting voice mail passwords.

### **Result #1: An Effective and Efficient Communication Solution for Callers**

Toshiba met EYEMAGINE's requirement for a scalable telephone solution by providing features required by growing small businesses. With Automated Attendant, EYEMAGINE's telephones are always answered with appropriate outgoing greetings, based on time of day. Users now also have direct-dial extensions, individual voice mailboxes, and the ability to manage multiple lines while receiving important voice mails via email.

### **Result #2: Unified Messaging and Automated Attendant Improve Efficiency**

Unified Messaging enables users to access their faxes, voice and email messages right from their inboxes. Adding Automated Attendant and direct-dial extensions empowers employees to be more efficient as they receive only the calls that are actually meant for them. It also improves client communication. The IPedge EP processes hundreds of incoming calls every month, helping EYEMAGINE employees increase productivity and profitability.

### **Result #3: Ability to Scale the Phone System Along With the Business**

With Toshiba's IPedge EP, EYEMAGINE has an affordable, feature-rich IP business telephone system that can grow as the business grows. EYEMAGINE can add and network its IPedge EP with additional IPedge systems and/or Toshiba's [Strata® CIX™](#) business telephone systems. For remote users, EYEMAGINE can simply add IP telephones without having to install a system.

### **Bottom Line: Centralized Toshiba Business Telephone System Saves Costs and Improves Communication**

Toshiba's IPedge EP Voice over IP telephone system met and exceeded EYEMAGINE's communications objectives. Bottom-line benefits include:

- An effective voice communication platform with an Automated Attendant and direct-dial extensions;
- An affordable Voice over IP telephone system designed for a small business;
- Flexibility of IP telephones, which can be moved around with plug-and-play efficiency;
- Cost savings over a digital telephone system as less cabling was needed and Unified Communications was included with the IPedge EP; and
- The ability to scale the telephone system as the business scales.

“Together, Toshiba and **smpl**solutions exceeded expectations, giving us exactly what we wanted: an effective telephone communication platform in an affordable IP business telephone system that was designed for small businesses,” said Natoniewski. “And, we have room to grow.”

“With Toshiba’s IPedge EP single server solution, EYEMAGINE’s users are empowered to communicate more effectively, be more efficient, and have greater access to their customers, partners and each other,” added Gianna Santi, marketing manager for **smpl**solutions.

**For an Authorized Toshiba Dealer, Visit:** [www.telecom.toshiba.com](http://www.telecom.toshiba.com)

To subscribe to the Toshiba Telecom Blog, visit <http://blog.telecom.toshiba.com/>.

Follow us on Facebook (ToshibaPhoneSystems), Twitter (toshibaphonesys) and LinkedIn (Toshiba-telecommunication-systems-division).

### **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 service supports up to 60 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 notebooks, tablet PCs, copiers, and surveillance video cameras/recorders, Toshiba’s Telecommunication Systems Division helps enterprises maximize business efficiency in communications and mobility. For more information, visit [www.Telecom.Toshiba.com](http://www.Telecom.Toshiba.com). Headquartered in Irvine, Calif., TAIS is an independent operating company owned by Toshiba America Inc., a subsidiary of Toshiba Corporation, a world-leading diversified manufacturer, solutions provider and marketer of advanced electronic and electrical products and systems. Toshiba was founded in 1875 and today

operates a global network of more than 550 consolidated companies, with 202,000 employees worldwide and annual sales surpassing 6.1 trillion yen (US\$74 billion). Visit Toshiba's Web site at [www.toshiba.co.jp/index.htm](http://www.toshiba.co.jp/index.htm).

# # #

© 2012 Toshiba America Information Systems Inc. All rights reserved. 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.