

# REAL LIFE SOLUTIONS

## Case Study: Central Lincoln People's Utility District IP-PBX Communications Systems



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## CASE STUDY: Central Lincoln People's Utility District

# CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK

### Challenge:

Build a comprehensive and dependable tele-communications solution for the Central Lincoln People's Utility District. Integrate the company's four offices and three satellite locations into a single connected telephone system, with wireless capability and risk-free reliability, while maintaining cost efficiency across the board.



### Panasonic Solution:

- KX-TDA200
- KX-TDA600
- NCV200 24 Ports
- 7680 Wireless Phones
- 7690 Wireless Phones
- KX-T7633B Phones
- 16-Port IP Gateway Card
- 16-Port IP Extension
- 4-Port IP Gateway Card
- 0196 Remote Cards
- 0290 PRI Card
- 0920 SD Card
- Overhead 100 Pair

### Benefits:

- Wireless connectivity for wide range of mobility in the office, in the warehouse, and in the field
- Voice over IP keeps telecommunications costs down
- Redundancies in transport paths for fail-proof reliability
- Centralized and integrated voicemail streamlines business operations
- Backward compatibility results in low initial investment
- Smooth transition to the new system, requiring little training on new equipment
- Absolutely no down time in system operations, either during or after transition



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### Overview:

Covering a 700-square-mile area along the Oregon coast with 4 office sites and 3 smaller satellite locations, the Central Lincoln People's Utility District (PUD) provides electricity for 30,000 residential and 5,000 commercial customers. The PUD telecommunications system has to be totally reliable in any situation, and its employees must enjoy the freedom of mobility necessary to work across such an expansive area. But as a publicly owned, not-for-profit company, cost-effectiveness is also a top priority.

**“[The Hybrid IP-PBX] cuts down on costs, it cuts down on long distance dialing, and it gives the effect of having one business”**

Doug Dawson  
Information Technology and  
Communications Manager

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Panasonic KX-TDA System

“It’s very **successful** because the **hybrid capability** allows us to continue to **utilize** our **existing infrastructure**”

Doug Dawson  
Information Technology and  
Communications Manager

### The Challenge:

**Bring the telecommunications functions of several remote locations together by creating one efficient, centralized network**

The Central Lincoln PUD had to integrate seven distinct locations into a single streamlined telecommunications system that provided a centralized call center, voicemail and transparent dialing. Because of the nature of their work, the PUD needed to have wireless connectivity and 100% dependability, but it was also important to keep costs at a minimum.

### The Solution:

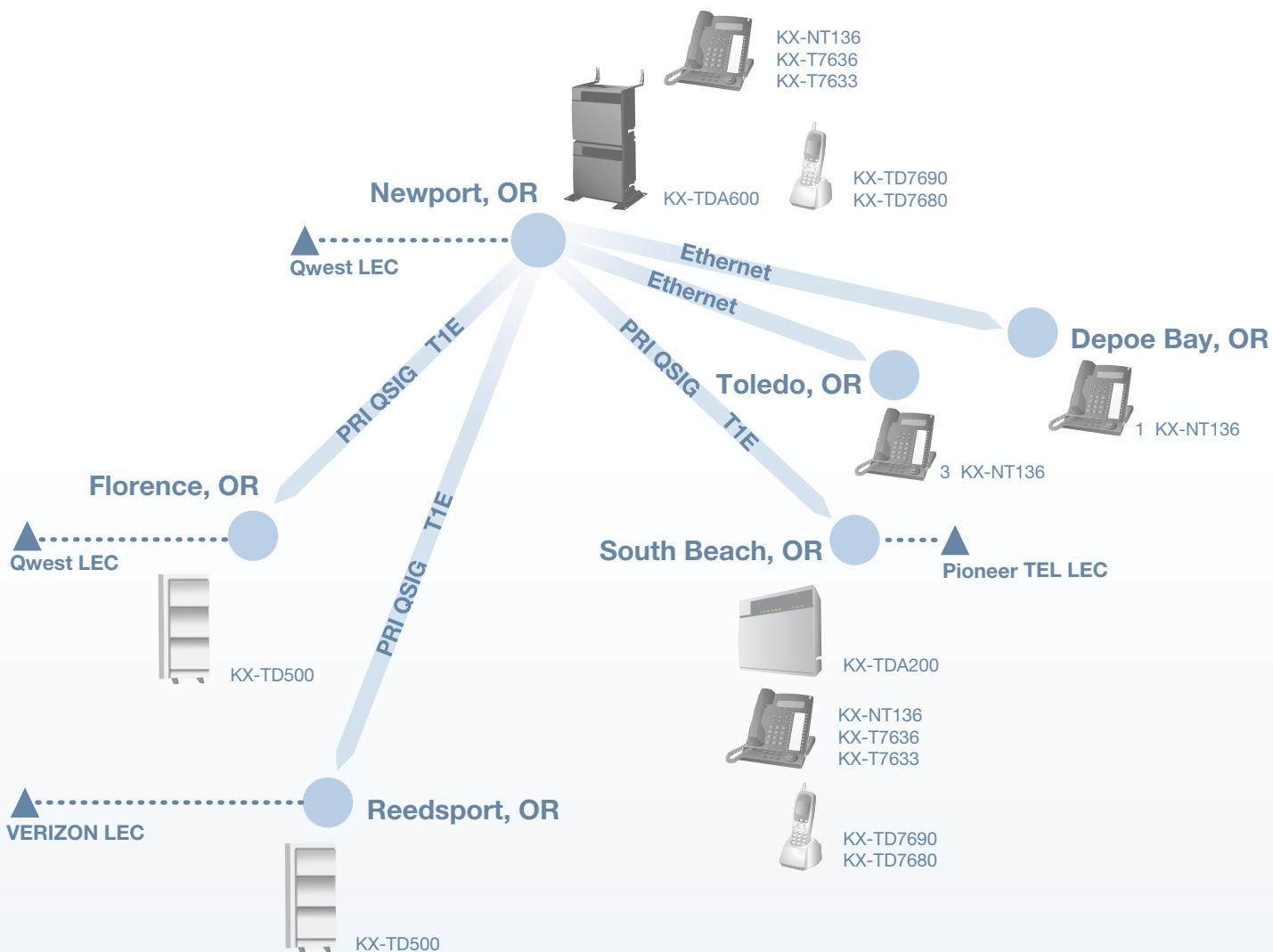
**Use Voice over IP, centralized voicemail, and wireless connectivity as the pillars of a comprehensive, cohesive and cost-effective solution**

The Central Lincoln PUD took full advantage of the technology that the Panasonic Hybrid IP-PBX system provides, including wireless cell stations, VoIP technology for telephony connections, centralized voicemail, transparent dialing, a centralized call center, Ethernet connectivity, and redundant PRI circuits.

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### Central Lincoln PUD



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### Customer Service:

Ethernet telephone connections now link the three small satellite offices to the main location's centralized call center, making it possible for them to handle more than one call at a time and greatly improving their customer service capabilities.

### No Down Time:

Because all PUD operations are tied to after-hours dispatching, changes to the system were planned with perfect precision to make sure it remained up and running at all times. Secure backups and redundancies in transport paths ensured zero down time.

### Cost-Effectiveness:

Panasonic's backward compatibility meant that Central Lincoln could keep the majority of its original hardware, significantly reducing the initial investment of upgrading their communications system. For the same reason, it will also be cost-effective to implement upgrades in the future.

### Wireless Access:

The Central Lincoln PUD covers a 700-square-mile area of coastline and forest, making a high level of mobility essential for effective work in the field. The new centralized communications system allows staff members to access voicemail at any of the offices, and cell stations provide much-needed mobility in the warehouse and in the field.



Wireless Access

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## CENTRALIZED COMMUNICATIONS AND A RELIABLE DATA NETWORK

“We were able to **put multiple trunks** between the system so that our people **don't loose calls at critical times**”

Doug Dawson  
Information Technology and  
Communications Manager



### Smart Business:

Before implementing Hybrid IP-PBX, Central Lincoln's seven offices were operating on separate telecommunications systems, resulting in significant disorganization and inefficiency. Now, the PUD is able to project itself to customers as a unified, streamlined operation – an immeasurable benefit from a business perspective.

### Upgraded Internal Communication:

The Panasonic Hybrid IP-PBX solution provides the tools the company needs to function as a single, cohesive whole – with shared voicemail, a centralized call center, cell stations for wireless mobility, and VoIP as a gateway to efficient communication.

### Sustainable Savings:

Utilizing Voice over IP (VoIP) not only makes communication smoother, it eliminates the need for intra-company long-distance calling, which translates to significant month-to-month savings.

### A Trusted Partner:

In the end, the strong and trusted partnership between Panasonic, Marty Runyon from Systemax Northwest Inc, and Central Lincoln People Utility District, is a major factor contributing to the continued success of the communications solution.

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