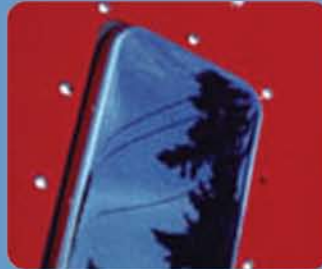


REAL LIFE SOLUTIONS

Case Study: City of White House, TN IP-PBX Communications Systems



Panasonic ideas for life

www.panasonic.com/IP-PBXphones

STABLE INFRASTRUCTURE ACROSS MULTIPLE SITES



Challenge:

The city of **White House, Tennessee**, needed to replace multiple antiquated communications systems to ensure 100% availability to citizens and to achieve the efficiency of an integrated system across multiple sites.

Panasonic Solution:

- KX-TDA200
- KX-TDA100
- TVA200 Centralized Voice Mail
- KX-T7690 Wireless Phones
- KX-T7680 Wireless Phones
- KX-T7633B Phones
- 16-Port IP Gateway Card
- 16-Port IP Extension
- 4-Port IP Gateway Card
- Door Opener Card
- PRI Card
- 0920 SD Card
- Overhead 100 Pair

Benefits:

- Reliable, stable communications platform that both supports the city's current needs and accommodates future technology
- Ease of use, efficiency, and cost savings with consolidated technology and resource sharing across sites
- Improved citizen response time and reduction in lost calls
- Reduced downtime and maintenance/repair needs
- Lower maintenance/repair costs
- Improved productivity with features such as four-digit dialing and centralized voice mail across multiple sites
- Mobility and accessibility for high profile city executives

STABLE INFRASTRUCTURE ACROSS MULTIPLE SITES

Overview:

Just north of Nashville, Tennessee, the city of **White House** experienced rapid growth in the 1990's, transforming from a small village to a diverse community of almost 9,000 residents.

The city's communication system, which covered the entire municipal presence — *the mayor's office, fire department, police department, water department, etc.*— had been in place well before the changes took place, and, in fact, it was difficult to get service and parts for the City Hall system due to its age.

...the city of **White House** experienced rapid growth in the 1990's, transforming from a small village to a diverse community...

City of White House, Tennessee: **CASE STUDY**

STABLE INFRASTRUCTURE ACROSS MULTIPLE SITES



“Having connectivity across sites really interested us — the fact that **Panasonic** and its dealer could give us that was a strong selling point.”

Ann Love, City Recorder

The Challenge:

A cost-effective system to replace multiple systems and connect multiple sites

The city needed a unified phone system that would seamlessly connect the multiple sites, consolidate multiple systems, and provide four-digit dialing. Most important, as the seat of city government, they could not afford any lost calls or downtime and needed an **up-to-date system that was easy to use and that could be easily serviced.**

The Solution:

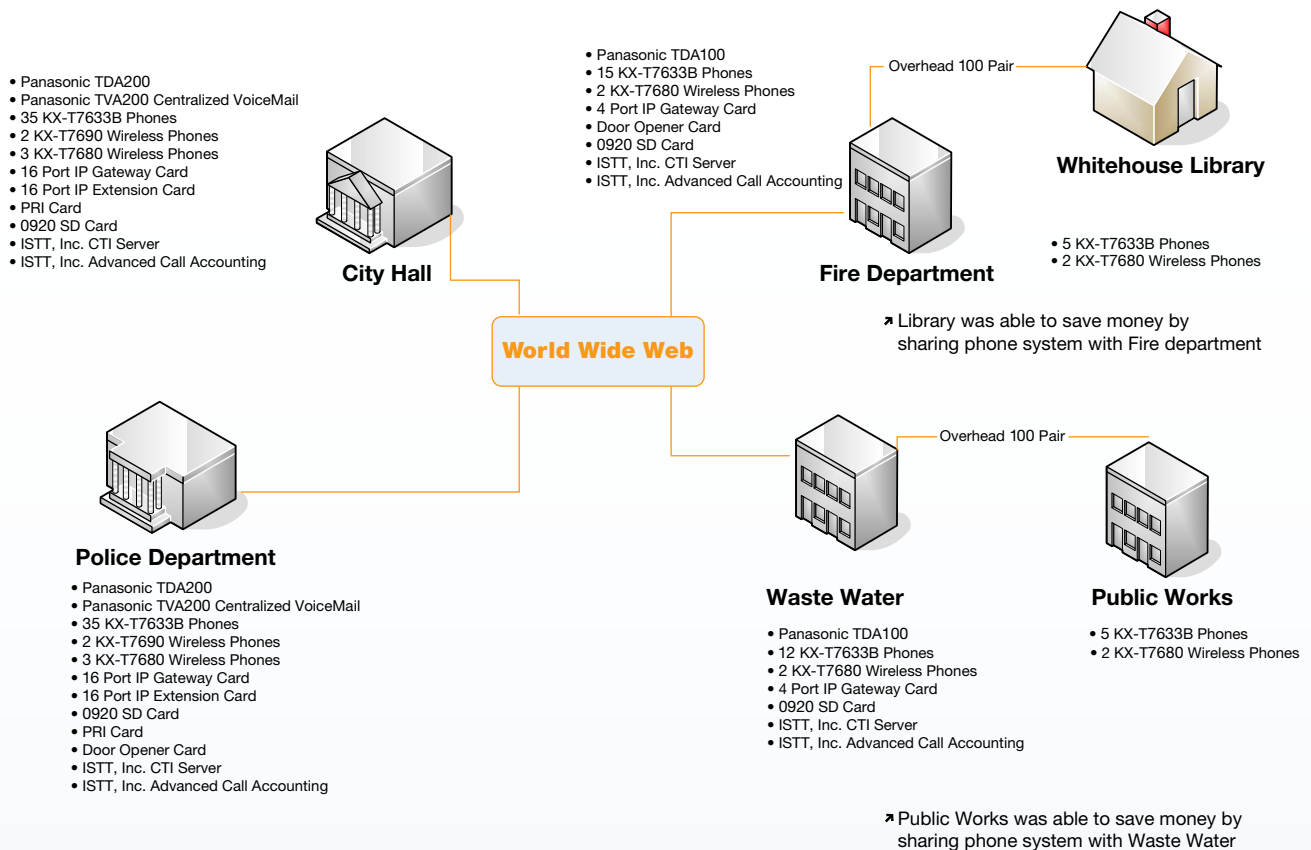
A proven solution with strong support from a trusted dealer

The city of White House, Tennessee, installed five communications systems based on the **Panasonic KX-TDA system**, which included *centralized voice mail, wireless phones, desktop phones, IP gateway cards, IP extensions, door opener cards, PRI cards, SD cards, and overhead cabling for system sharing.*

City of White House, Tennessee: CASE STUDY

STABLE INFRASTRUCTURE ACROSS MULTIPLE SITES

Diagram of overall project layout



Connecting all municipal offices with reliable, up-to-date technology improves response time to citizens and reduces repair time and costs

City of White House, Tennessee: **CASE STUDY** **A COMPLETE COMMUNICATIONS SOLUTION FOR THE CITY'S UNIQUE NEEDS**

Exceptional Pricing:

Panasonic's system was so competitive and cost-effective that the city began saving money immediately with a complete technology swap-out for all departments.

The overall savings even justified a complete replacement at the *police department*, which had a NEC system that was only two years old.



Call Monitoring:

A DSS console allows call monitoring with one touch, even from a remote location.

With all the phones on one system, authorized personnel can monitor calls for accuracy and responsiveness.

All departments from *Police* to *Public Works* can ensure proper call handling.

System Reliability:

The extremely low failure rate ensures system uptime and minimal repairs, reducing any risk associated with the implementation.

The two-year extended warranty protects the city's investment and eliminates additional out-of-pocket maintenance costs.

Call Accuracy:

With one touch recording, citizens' calls to City Hall can be recorded, saved as a .WAV file and sent to any e-mail address.

The *Department of Public Works* can record citizens giving directions to their property and send the .WAV file to the technician's cell phone.

Wide-Coverage Access:

With just a minimal number of IP phones, the *police chief*, *the mayor*, and *other key personnel* can receive and monitor calls at all times from home and other locations without losing signal.

In-office communications require less expensive desktop models, which reduce overall system cost.



City of White House, Tennessee: CASE STUDY

A COMPLETE COMMUNICATIONS SOLUTION FOR THE CITY'S UNIQUE NEEDS



Wireless Access

Cost Efficiencies:

The flexibility and compatibility of the system allow the larger departments to share their lines with smaller departments – such as the library – with effective cabling.

Converting to PRI lets the city pool unused lines and lower circuit costs by reducing the number of dedicated lines.

Call Accounting:

Specialty programming generates reports using such fields as inbound telephone numbers, outbound telephone numbers, and duration of call.

The system can tell the mayor how many times a citizen called City Hall, or tell the *police chief* where calls originate.

Multi-Tenant Program:

Although the city uses one hardware system and most departments are on networked voice mail for easy transfer, this is transparent to the callers.

Each department offers its callers a discrete identity, including on-hold music and messaging, and outbound calls reflect the individual department on Caller ID.

Wireless Access:

The Panasonic wireless system lets the *City Administrator* be in touch with all departments and access all records, even while attending meetings and conducting site visits.

City of White House, Tennessee: **CASE STUDY** **A SMART MOVE FOR TODAY — AND TOMORROW**



By selecting the **Panasonic solution**, White House can take advantage of substantial business benefits as the city continues to grow.

Fixed Costs:

Budgets and planning concerns are stable and predictable. Hardware, software, and maintenance plans are in place, and the technology has a long lifecycle, precluding rapid obsolescence.

Customized Configuration:

Flexible slots allow customers to install any Panasonic interface trunk, extension, or optional cards at any time.

Flexible/Scalable System:

With linked systems and extra device ports, features and functionality can be added or removed with any change to the municipal system.

Plus, the Panasonic **“Backwards Technology”** feature means that upgrades can be implemented without replacing the phones.