

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.

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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:

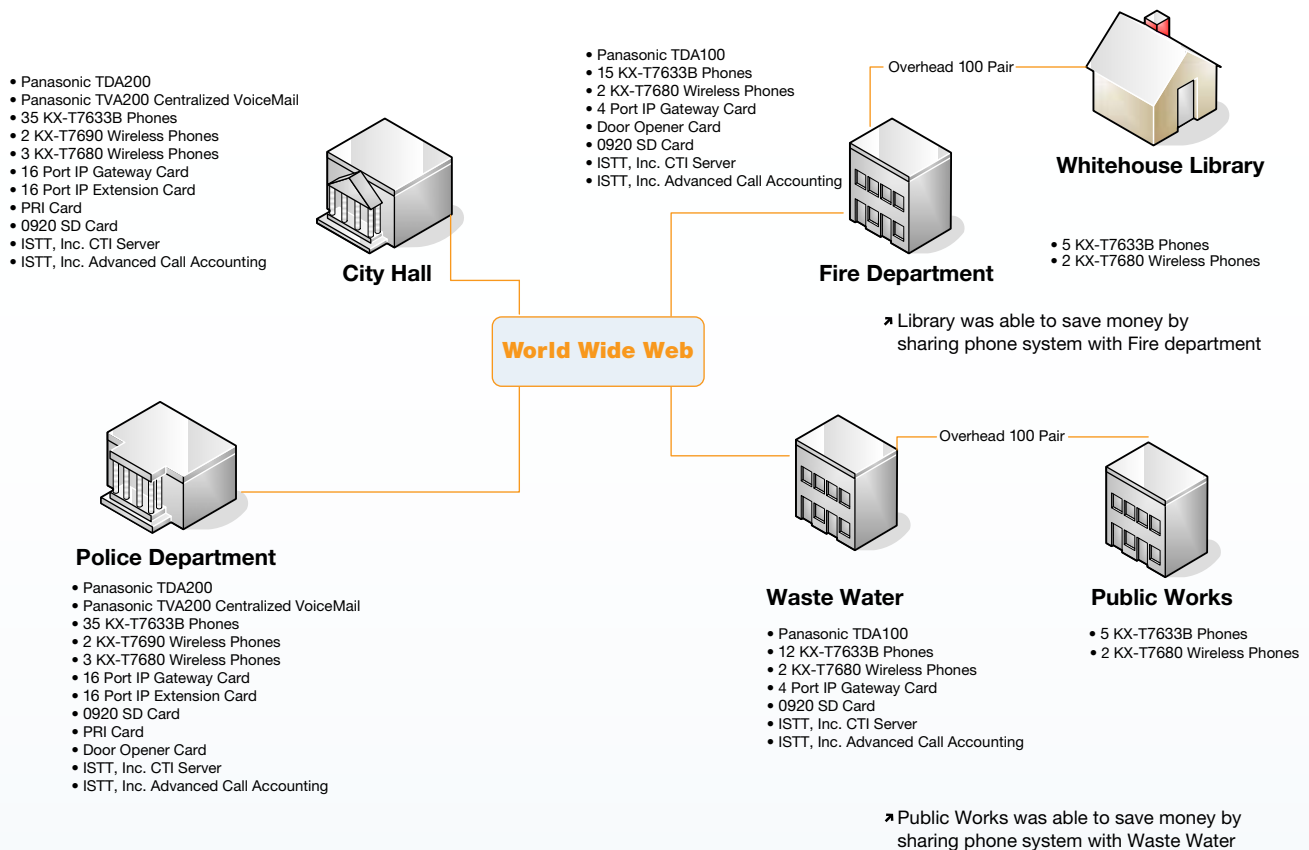
A proven solution with strong support from a trusted dealer

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.