

Division Overview

The Telecommunication Systems Division (TSD) of Toshiba America Information Systems Inc. (TAIS) brings to the U.S. market a complete line of IP and digital business communication solutions developed to address the needs of today's small to medium-sized businesses and large enterprises with multiple locations. Toshiba is committed to delivering solutions that empower its customers to effectively communicate with their customers, vendors and each other.

Products

Toshiba's Strata CIX family of IP business communication systems, Strata CTX28 digital business telephone system, server-based Strata CS communication server, and Strategy voice processing systems are regarded throughout the industry for their high quality and reliability. Toshiba's flagship line, the Strata CIX family, provides the ultimate modular, scalable network-ready business communication system for today's businesses. Toshiba's FeatureFlex is an integrated development platform for add-on applications, enabling Strata CIX users to customize their system features. Toshiba's Application Development Network provides third-party developers with all the tools and support they need to develop applications using FeatureFlex. Toshiba also offers the flexibility of an IP business communication system that can be TDM-enabled, which allows its users to mix-and-match IP and TDM endpoints on the same system.

Additionally, users can migrate existing Toshiba equipment and telephones from previous systems—and use IP only where it makes sense. Toshiba products are synonymous with migration and modularity; companies can grow their Toshiba communication systems cost-effectively, as their businesses grow, while retaining their initial investment.

Sales Channels

Toshiba TSD markets its products, including IP and digital business communication systems, voice processing systems, and call center solutions, in the United States through a network of 390 authorized dealers with more than 800 sales/service centers nationwide. Toshiba is the only big telecom player not to sell direct, thus not competing with its Authorized Dealer Network. According to the Yankee Group, Toshiba has one of the best dealer channels in the industry.

Toshiba's close partnership with its dealers has made Toshiba business communication and mobility solutions the choice of large and small businesses, national businesses, and state and local government agencies nationwide. Toshiba's highly regarded National Accounts and Government Accounts programs offer consistent pricing and services with local service within a three hour drive of every major U.S. city.

Corporate Overview

The Telecommunication Systems Division (TSD) is a division of Toshiba America Information Systems Inc. Toshiba TSD is located in TAIS's 1 million square-foot headquarters facility in Irvine, Calif. TAIS is an independent operating company owned by Toshiba America Inc., a subsidiary of the \$54 billion Toshiba Corp., a world leader in high technology products with 213 consolidated subsidiaries worldwide.

Dates Founded

Toshiba Corp. — 1875
Toshiba America Inc. — 1964
Toshiba America Information Systems Inc. — 1988
Telecommunication Group — 1974

Key Personnel

- Brian Metherell — vice president and general manager
- Larry Meyer — vice president of Sales and Marketing
- Alex Hu — vice president of Product Technology

Manufacturing and Service

Toshiba operates one of the largest privately funded R&D organizations in the world. Complementing Toshiba's efforts is Toshiba TSD's U.S.-based engineering development center. This center developed Toshiba's Strategy family of voice processing systems and Toshiba's computer telephony integration capabilities, including TAPI implementation and ISDN.

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