

**TOSHIBA**

STRATA CIX  
The Power of IP. The Reliability of Toshiba.



**Strata**  
**CIX™**



# Communicate

## Faster and Easier

Whether your business is small or large, a single location, or a branch location of a larger organization, you need a communication system that enables you to connect with your customers and promote collaboration within your organization; a system that lets you work exactly as you need to today, while giving you the ability to cost-effectively add capabilities as you grow; a system that utilizes the latest technologies to save you money, boost productivity, improve customer service, and deliver a superior return on your investment.

Strata CIX™ communication systems provide the ultimate in modular, scalable, and networkable telephone solutions for today's businesses.







# IP System And Much More

The Strata CIX is an IP communication system that integrates your voice and data applications over your existing IP network. It combines the advantages of network based telephony and the features of traditional PBX systems and extends full telephone functionality to both local and remote users via IP telephones connected to your private intranet or the Internet, providing the same productivity features to all users no matter where they are located. All while reducing your infrastructure cost, lowering capital expenditures and operational costs, and increasing productivity.

But Strata CIX is not just an IP system—it does much more. It also provides the configuration flexibility you want to build the communications system you need.

The Strata CIX supports all types of terminal devices. This includes a complete line of Toshiba IP telephones, IP add-on modules, DSS consoles, and an IP Attendant Console for high-volume call environments, as well as third party SIP telephones, analog telephones, and Toshiba digital telephones.

The Strata CIX supports all types of network connections including IP network interfaces, analog and digital Public Switched Telephone Network (PSTN) interfaces.

This flexibility enables the Strata CIX to be configured with all IP telephones, all digital telephones, public or private network connections, or combinations in between. Toshiba IP solutions allow you to decide when and where it makes sense for you to deploy IP telephony or digital telephone equipment. This provides you flexibility, and maximizes your return on investment.

## Flexible IP Solution

Whether you're ready for IP telephony today or sometime down the road, your options allow you to decide when and where it makes sense for you to deploy IP telephony, digital telephones, and legacy equipment migrated from other systems. That's a winning strategy.

## Strata Media Application Server

The Strata Media Application Server connects to the Strata CIX via IP to host a variety of value-added applications integrated within one platform. Applications include Auto Attendant, Voice Mail, Automated Speech Recognition (ASR), Text-to-Speech, Unified Messaging, Interactive Voice Response (IVR), Automatic Call Distribution (ACD), ACD Reporting, Toshiba-approved 3rd party CTI applications, Info Manager Web-based telephone applications, FeatureFlex adaptability tools, and browser-based system administration.





# Adaptability

## Feature Customization

True customization comes when you can adapt a solution completely to your needs. Using Toshiba's FeatureFlex™ adaptability tool, the Strata CIX with integrated Media Application Server, provides you a revolutionary way of personalizing your telephone system with just the right capabilities. Tailor your system well beyond the standard system and administrative options and basic programmable features to modify virtually any existing features or create new ones. And not just CIX call processing, but blended features that work between all system applications and resources. This includes voice mail, CTI applications, and more. An easy to use script editor works with the Strata CIX and Media Application Server to interpret code, process functions, follow custom routing, and more.

Rather than waiting months or years for the next software release, FeatureFlex makes it possible to add the features you need today. So in just a short time, you can have a telephone system customized to your needs.

# Solutions

## For Every Business

Toshiba provides a family of Strata CIX communication systems for every business—regardless of size:

- CIX100-S supports combinations of CO lines and station users totaling 16 ports in its base configuration, and is expandable to CIX100 capacity.
- CIX100 supports up to 64 CO lines or 72 station users and combinations up to 112 ports.
- CIX200 supports up to 96 CO lines or 160 station users and combinations up to 192 ports.
- CIX670 supports up to 264 CO lines or 560 station users and combinations up to 672 ports.

Toshiba's Strata Net technology enables multiple Strata CIX systems to be networked together to provide additional capacity and accommodate multiple locations. Multiple networked systems work together as one integrated system and provide centralized attendant services, share a single centralized voice mail system, provide unified call center operations, and internal extension dialing. Other benefits include saving money by avoiding costly long-distance charges on calls between locations, and turning a long-distance call into a local call by "hopping off" the network as needed.

### FeatureFlex User Adaptable Solutions

FeatureFlex allows you to create features on the fly. For example, you can use simple programming logic to create a call screening list of selected callers who get routed to try all your telephone numbers, internally, externally, or your cell phone. Once the system finds you, it tries this **FeatureFlex™** number first when the next call comes in from one of your selected callers. Or you could create a call screening list of callers who you always want sent to voicemail. You can even play special greetings to pre-selected callers. All this and more is possible using FeatureFlex, the adaptability capabilities available with the Toshiba Strata CIX business communication system.

# Migration

## Simplicity and Savings

"No customer gets left behind" is a proven promise that Toshiba fulfills with every new product, and the Strata CIX product family proves it once again. When migrating to newer or larger systems in the future, you'll enjoy an exceptional return on your investment by being able to reuse telephones and key components that are common between all Strata CIX systems.

Easily move from older Strata DK and Strata CTX® systems to Strata CIX without additional training—and take much of your existing equipment with you, including Toshiba 2000-series and 3000-series digital telephones, trunk and station interface cards, option cards, and Stratagy® voice mail. You have the configuration flexibility to build the communication system you need today, while protecting your technology investment into the future.

# Complete

## Selection of Telephones

Your business is unlike any other. Different needs. Different processes. Different employees. Toshiba understands that each user needs the right device to do their job with utmost efficiency—and the Strata CIX is the communication system designed for it all. With a full line of devices to choose from, including: IP telephone models and digital telephone models for desktop use; wireless IP telephones; cordless digital telephones; SoftIPT™ phone clients on laptops and PDAs for mobility applications; 20-button add-on modules, 60-button DSS consoles, and the Strata IP Attendant Console for answer positions, you can outfit your team with exactly the equipment they need, while seamlessly networking them all on a single system.



IPT2008-SDL



IPT2020-SD



IPT2010-SD



IPT2020-SD  
with optional DSS console



IPT2020-SD  
with optional add-on module

### Award-Winning IP Solutions

Strata CIX—based on technology so well-designed that in its first year alone, it won Internet Telephony Magazine's 2004 Product of the Year award, Internet Telephony "Best of Show" award from 2004's conference and expo, Communications Solutions' 2004 Product of the Year award, Customer Interaction Solutions' 2005 Editors' Choice award, TMC Labs 2005 Innovation Award, Frost & Sullivan 2005 Product Innovation Award, and Internet Telephony 2005 Excellence Award.



# Go Mobile

## Confidently and Effortlessly

Mobility is paramount to staying connected to your customers and your team, and being as productive away from your desk as when you're at it. The ability to go anywhere in your facility and do anything—while staying connected to your communications and messaging system—is a reality, thanks to Toshiba's powerful line of wireless, cordless telephones and soft phones. Access voice mail and your company operator anywhere in the building. And take advantage of all the system's advanced calling features almost anywhere you go within your facility.

### More Features to More Devices

Toshiba gives you the power to stay connected using wireless IP telephones and SoftIPT phone clients that run on your laptops, tablet PCs, or PDAs via your wireless local area network (WLAN). You can roam anywhere your WLAN goes and maintain voice and data functionality. With Toshiba's Wireless Network Camera you can capture live, high resolution video viewable from anywhere in the world, via the Internet, using a standard web browser. It's an exceptionally easy and remarkably cost-effective solution that makes the most of your current network resources.







# Simplify Messaging Efficiently and Gracefully

Voice mail, e-mail, faxes, text messages, and more come to your business at all hours, and sometimes in overwhelming numbers. How do you manage it all? Strategy voice processing is a key component of the Toshiba Strata CIX business communication system, to help you manage messages and communicate better. You improve customer service by providing callers with instant attention, responsiveness, and access to information.

## All Strategy systems provide these essential applications:

- Automated Attendant to answer incoming calls without receptionist assistance
- Call Routing to direct callers to specific extensions or departments
- Telephone Answering to take messages when an employee is unavailable
- Voice Messaging to create, send, receive, forward, and save voice messages
- Audiotex to play pre-ordered information on demand
- Call Screening to announce the calling party
- Message Notification to let you know when messages are left
- Token Programming to create custom voice processing functions and applications

## Strategy gives you the ability to:

- Simplify voice mailbox operation through a Strata CIX telephone with LCD display and soft keys
- Record calls directly into your voice mailbox with a single button on your telephone
- Manage voice, fax, and e-mail messages from your PC or telephone via Unified Messaging
- Add advanced options as needed to support Fax Integration, Text-To-Speech, Speech Recognition, and Interactive Voice Response applications
- Communicate effectively both in and out of the office with other employees and customers 24 hours-a-day, 365 days-a-year

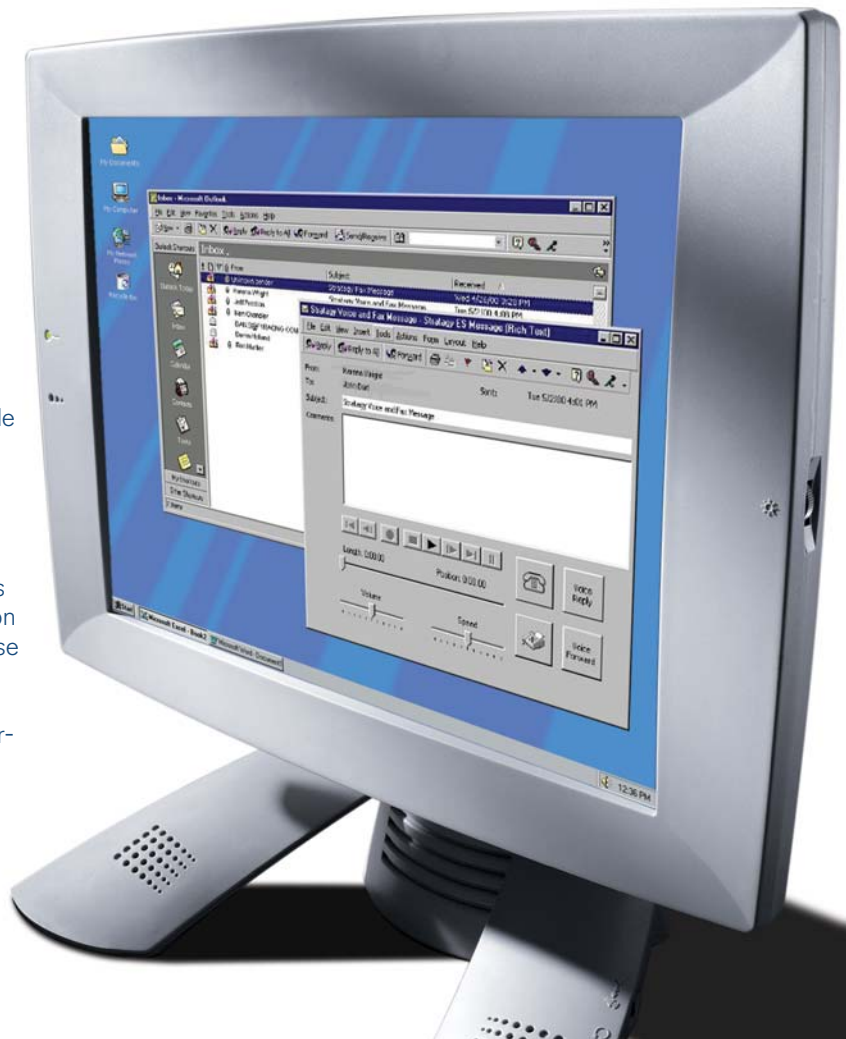
From basic to sophisticated, Toshiba Strategy voice processing delivers a variety of voice mail choices to select what's best for your business.

**Strategy IVP8, iES16, and iES32 models** seamlessly integrate your voice message processing on a single printed circuit card inside your Strata CIX system—with no need for external connections, standard telephone ports, or separate power backup systems.

**Toshiba's Strata Media Application Server** supports voice processing and all value-added applications integrated within one platform that connects to the Strata CIX via Ethernet. Applications include Auto Attendant, Voice Mail, Automated Speech Recognition (ASR), Text-to-Speech, Unified Messaging, Interactive Voice Response (IVR), Automatic Call Distribution (ACD), ACD Reporting, Toshiba-approved 3rd party CTI applications, Info Manager™ Web-based telephone applications, FeatureFlex adaptability tools, and browser-based system administration.

## Customize Features and Applications

Strategy's Token Programming, a powerful yet simple scripting language, can add or enhance voice mail features and functions such as recording and playback, audio files, or using DTMF entries by callers to provide data response or special call routing. Tokens can perform functions as simple as hookflash and as sophisticated as an IVR application, specific to your needs. Token Programming is developed and deployed by Authorized Toshiba Dealers.



# Savor the Features

## System Features

Account Codes	Conferencing (8 party)	LCD Automatic Park In Orbit	Pooled CO Lines
Forced	Multi-Stations	LCD Call Duration Display	Pooled Line Buttons
Voluntary	Multi-CO Lines	LCD Call Forward Source/Destination	Privacy/Non-Privacy
Verifiable	Continuous DTMF Signal Time*	LCD Call Forwarded-From Display	Privacy Override
Account Code Button	Credit Card Calling ("O" + Dialing)	LCD Caller ID (Optional)*	Private CO Lines
Account Code Revision	Day/Night Modes with Auto	Abandoned Call Storage	Relay Service (Optional)
Alternate Answer Point	Switching	Call History	Door Lock Control
Automatic Busy Redial (Optional)	Delayed Ringing	Indication While Busy	External Page
Automatic Call Distribution (Optional)*	Dialed Number ID Service (DNIS)*	Name	Music-On-Hold Source Control
Advanced Call Routing	Direct Inward Dialing	Telephone Number	Night Relay Service
Skills-Based Routing	Direct Inward System Access	LCD Calling/Called Number Display	Release Button
Priority Queuing	Direct Inward Termination	LCD Clock/Calendar Display	Release/Answer Button
Multiple Group Agent Login	Direct Station Select/Busy Lamp	LCD CO Line Identification	Remote Administration/Maintenance
Call Recording	Buttons	Incoming/Outgoing	(Optional)*
Voice Assistant ODBC Database	Direct Station Selection Console	LCD Dial Input Verification	Repeat Last Number Dialed
Text-To-Speech	(Optional)	LCD Directory Assistance	Ringing Line Preference
MIS Interface (Optional)*	All Call Voice Page	LCD Feature Prompting with Soft Key	Speakerphone On/Off Control
Automatic Callback Intercom	Automatic Line Hold	Operation	Standard Telephone Compatibility
Automatic Dialing Buttons	DND Status Indication	System and Station Features	with Message Waiting
Automatic Hold	DND Override	Voice Mail Features	Speed Dial
Automatic Hold/Park Recall	CO Line Button Assignment	LCD Intercom User Name Display	Station
Automatic Line Selection	Expanded Line Appearance	LCD Message Waiting Station Display	System
Automatic Number Identification	Multiple DSS Consoles	LCD Multiple Languages (E-F-S)	Station Hunting
Automatic Release From Hold	Night Transfer	LCD Override Station Number Display	Station Message Detail Recording
Automatic Release From Voice Mail	Speed Dial Button Assignment	LCD Recalling Station Identification	Interface (Optional)
Auxiliary Device Interface (Optional)	Voice or Tone Signaling	LCD Speed Dial Directory Dialing	System Maintenance
Background Music Interface with	DISA Security Code Revision	LCD Station Status Display	Error Logs
Station Control*	Distinctive LED Indicators	Least Cost Routing	Automatic Fault Recovery
Busy Override	I Called	Live System Programming	Maintenance and Administration via
Busy Station Transfer/Ringing	I Hold	Loop Start Lines	LAN
Call Forward	I Use	Loud Ringing Bell (Optional)*	System Administration Logs
All Calls	Distinctive Ringing	Make Busy	System Trace (multi-level)
Busy	Do Not Disturb	Trunk	System Program Upload/Download*
No Answer	Do Not Disturb Override	Station	Tandem CO Line Connections
Busy/No Answer	Door Lock Control	Memory Protection	TAPI Compliant
Fixed	Door Phones	Message Waiting Indication	Tenant Service
External with Remote Setting	DTMF and Dial Pulse Compatible	Station Light	Tie Line Transfer Recall
System-wide	DTMF Signal Time (160/80 ms)	Stutter Dial Tone	Tie Lines
Call Park to Station	Dual Color LEDs	Microphone Control Button	Toll (Destination) Restriction
Call Park Orbits	E911-CAMA and ISDN PRI	Modular Handset and Line Cord	Restriction Override
Call Pickup	End-to-End Signaling	Multiple Directory Numbers	Restriction Override Revision
On-Hold/Park	Exclusive Hold	Primary DN	Transfer Privacy
Ringing At Other Stations	Executive Override (Break-In)	Secondary DN	Traveling Class of Service
Meet-Me Page	Executive Override Blocking	Phantom DN	T1/DS-1 Interface (Optional)
Directed	External Amplified Speaker (Optional)	Pilot DN	User Programmable Feature Buttons
Station Group	Flash Button (Centrex/PBX Transfer or	Multiple FCC Registration	Voice Mail Integration
CO Line Group	CO Dial Tone Recall)	Music-On-Hold Multiple Interface*	Call Record to Voice Mail
Call Record to Voice Mail*	Flexible Access Code Assignment	Networking Multiple Systems – Strata	In-band DTMF Signaling
Call Transfer	Flexible Button Assignment By User	Net (Optional)	Simplified Message Desk Interface
Camp-On	Flexible Station Numbering	Alternate Routing/Hop-off	(SMDI) (Optional)
External Calls	Flexible Line Ringing Assignment	Centralized Attendant	LCD Soft Key Voice Mail Control
Internal Calls	Delay 1	Centralized Voice Mail	Transfer Direct to Voice Mailbox
Recall	Delay 2	Coordinated Numbering Plan	Voice Mail Conference
Call Waiting	Immediate	Path Replacement	Voice or Tone Signaling
Caller Identification (Optional)*	Flexible Port Assignment	Private Tie Line Networking	Volume Control
Abandoned Call History	Ground Start Lines (Optional)	Extended Call Control	Busy Override Tone
Call History List	Group Paging	Night Ringing Answer Code	Handset
Redial from List	Handsfree Answerback Intercom	Night Ringing Over External Page*	Handsfree/Speakerphone
Indication While Busy	Headset Interface*	Night Ringing Over Selected Page	Ringing
Internal User Name	Hearing Aid Compatible	Zones (Optional)*	
ISDN BRI and PRI	Hot Dialing	Non-Blocking Dialing	
Centrex Application/PBX Compatibility	Hotline Service (Emergency	Non-Blocking Intercom	
Centrex Ringing Repeat	Ringdown)	Off-Hook Call Announce	
Flexible Station Numbering	Integrated Services Digital Network	Handset	
Delayed Ringing	(ISDN)	Speaker (Optional)	
One-Button Centrex Feature Access	Basic Rate S/T-Interface (BRI)	Off-Premise Stations	
Centrex/CO Line Call Pickup	Basic Rate U-Interface (BRI)	One Touch Button	
Centrex/CO Line ID	Auto SPID	On-Hook Dialing	
Flash Button	Primary Rate Interface (PRI)	Outgoing Call Restriction	
Multi-Line Access and Control	Call-by-Call Service Selection	Paging (Optional)*	
Class of Service Override	D-channel Sharing	All Call Voice Page	
CO Line Groups	LCD Alphanumeric Messaging	External Page Interface	
CO Line Queuing	LCD Automatic Callback Number Display	External Zone Paging	
	LCD Automatic Number Identification	Group Paging	



## Voice Mail Features

Audiotex  
Automated Attendant (AA)  
Automatic Message Copy with  
Optional Delete  
Automatic Message Copy with  
Start/Stop Time and Delay  
Called Identification  
Caller ID with SMDI  
Caller Confirmation Prior to  
Transferring  
Call Record to Mailbox  
Call Record Over Strata Net  
Call Queuing  
Call Screening  
Class of Service (COS)  
Copy Mailbox  
Copy Range  
Directory  
Direct Transfer to Voice Mailbox  
Disk Space Notification  
Distribution Lists  
Do Not Disturb (DND)  
Extensions—Scheduled  
Fax Tone Detection

Feature Groups (optional)  
Automatic Speech Recognition  
(ASR)\*  
Fax Integration\*  
Text-to-Speech (TTS)\*  
Unified Messaging\*  
Future Delivery  
Guest User Mailboxes  
Independent Port Greetings  
Interactive Voice Response (IVR) via  
Token Programming  
Mailbox  
Function Lock  
Groups  
Security Code  
Personal Greetings  
Time Zone Setting  
Mailbox Number – Varied/Fixed  
Length  
Message  
Continuous Delete  
Continuous Playback  
Date and Time  
Forwarding  
Notification

Pause During Playback  
Pause During Recording  
Playback Control  
Private  
Purging  
Reply  
Retrieval Control  
Return Receipt Verification  
Speed Control  
Urgent  
Volume Control  
Message Storage  
Personal Folders  
Message Queues  
Multiple System Languages  
Networking  
AMIS  
VPIM  
Centralized Voice Mail  
Soft Key Control Over Strata Net  
Paging  
Office  
Relay  
Remote Administration  
Reports

Shutdown using the Telephone Dial  
Pad  
Single-digit Menus  
Soft Key Control with LCD Feature  
Prompting\*  
System Administrator's Mailbox  
System Backup  
Token Programming (custom applications,  
IVR, etc.)  
Toshiba Plug and Play Integration  
User Tutorial (New User)  
Varied Sampling Rates  
Voice Forms

## Attendant Console Features

Alarm Reset  
Answer Button  
Answer Prompting by CO Line or  
DNIS  
Attendant Conference Setup  
Day/Night Mode Switching  
Busy Lamp Field (BLF) Display  
Station Directory Number  
Station User Name  
Station Advisory Message Display  
Call Answer Priority  
Call Statistics  
Incoming and Total  
Export to Excel File  
Print by Range  
Call Waiting Count  
Caller ID/ANI Display  
Calling/Called Number and Name  
Display  
Color CRT Display  
Dial "O" For Attendant  
Dial by Name/Number  
Dialing an Outside Number for  
Station User  
Direct Station Selection  
Directory Display and Dialing

Directory Entry Attribute  
Information  
Directory Entry Contact Information  
Door Phone Calling  
Door Unlock  
DTMF Tone Signaling From Dial Pad  
Key  
Emergency Call  
Emergency Page  
Feature On-Line Help  
Flexible Programmable Buttons  
Headset Operation\*  
Hold Calls  
Hold Timer Display  
Incoming Call Identification  
Interposition Call Transfer  
Join/Split Calls  
Keyboard or Mouse Operation  
Load Sharing of Multiple Attendants  
Loop Buttons  
Loop Hold Display  
Message Entry and Display  
E-mail to Station User  
Print Messages  
Message Waiting Set and Cancel  
Multi-Tasking  
Notes Entry and Display for Calls  
Overflow

Override  
Position Busy Mode  
Release Button  
Remote Operator (IP connection)  
Speed Dial Calling  
Internal Calls  
External Calls  
Dial From Caller ID List  
Supervised Loop Operation  
Three-Way Calling  
Through Dialing  
Transfer Direct to Voice Mailbox  
Trunk Group Control and Busy  
Indication  
Trunk Test and Verify  
Windows™ PC Operation

Note: Optional features may or may not be  
extra cost items.

\* Some feature implementation may require  
additional auxiliary equipment.

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## **Manage With Ease**

The Strata CIX is quick to deploy and easy to maintain using eManager™. Authorized personnel use the convenient browser-based eManager administration program for setup and system management settings. You can perform system maintenance and administration via modem, direct connection, or your LAN/WAN from any location.

The browser-based My Phone Manager™ personal administration tool gives individual users the ability to program buttons and other functions on their telephone using their PC's Web browser. This gives users more control and frees your system administrator.

IP telephones support both static and dynamic IP addressing to make telephone adds, moves, and changes easy. Once configured, these telephones can be moved to another IP network location and the system will automatically re-register them.

## **Comprehensive Features Easy to Use**

Comprehensive doesn't have to mean complex. That's the concept behind the Strata CIX with its intuitive interface that matches the way your employees use the telephone. An easy-to-read display features uncomplicated instructions and voice mail controls right on the telephone's LCD screen. And programmable buttons put your most frequently used calling features just a push-button away.

### **Individual User Access**

My Phone Manager, browser-based personal administration tool, gives users the ability to set individual telephone features for more control and enhanced efficiency. More than that, it frees system administrators to focus on mission critical work.



## Trust the Leader.

A world-renowned leader in technology for more than 130 years, Toshiba delivers the most reliable IP business communications solutions available today. Toshiba America Information Systems (TAIS) brings together the expertise and know-how of the company's Digital Solutions, Digital Products, and Storage Device Divisions to deliver technologically advanced, integrated solutions that empower people to be more productive at work and at home. Toshiba is responsible for some of the world's most innovative business communication solutions, from leading-edge VoIP, converged and digital telecommunications products to mobile computing, storage, and network security cameras.

Trust the innovation leader—Toshiba's Digital Solutions Division (DSD) has more than 30 years of experience in delivering the industry's most reliable, durable and dependable business communication solutions. Toshiba designs systems with backward and forward migration, allowing enterprises to retain their initial investment, while they move to new technologies. Toshiba's VoIP, converged and digital telephone solutions enable today's enterprises to take full advantage of the tools, devices, and voice and data communications technologies available now and in the future—Empowering enterprises to stay more connected to their customers, vendors and each other.

### **Toshiba America Information Systems, Inc., Digital Solutions Division**

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Literature Order #: DSD-BR-CIXALL-VB/4500052  
National Accounts 800-234-4873