



IP telephony for tank manufacturer



Action Tank Industries, a manufacturer of water tanks, has deployed a new telephone system.

This new system is in response to a recent growth in demand for sustainable water solutions, which put pressure on the company's existing phone system.

The company's managing director, Randall Crisp, explains that the drought and the protracted water crisis had resulted in a surge of interest in the company's water tanks.

"As a result we have built a second new factory and accordingly it was necessary to upgrade our information technology and communications systems," Crisp says. To deal with this new growth, Action Tank Industries deployed a Panasonic TDE200 phone system, an IP-PBX that supports VoIP natively.

According to Crisp the system future-proofed the company's telecommunications requirements because it was, among other things, fully IP enabled.

An IP-based solution, the new system provides SIP functionality. Crisp explains this feature was very important, because it allows the company to roll out SIP phones in the future, which is something the company has been moving toward.

The system also offers Multi-Cell DECT mobility.

Austral Business Machines said Action Tank Industries was a long-term customer that required a simple solution to its rapid business expansion.

"Instead of burying a second line underground to run between Action Tank's main factory and its new site we arranged for a point-to-point wireless connection," Austral's Brendan Towers explains. The wireless connection comprises two separate links: 54

Mbps for voice and 54 Mbps for data. Action Tank's reception area is located at the main site and many of the 22 new IP phones are connected to the TDE200 system at the main site via the wireless 54 Mbps connection. The voicemails are also centralised at the main site.

Crisp says Action Tank went with Panasonic because the company had previously used another telephony system from the vendor, which proved to be sufficiently reliable for the business' needs.

The new system has resulted in productivity improvements and cost savings across the business, according to Crisp.

In addition, the system was less costly than similar systems offered by other vendors. "Not only has Panasonic met all our technical requirements, but the cost of installation, ongoing service and the overall total cost of ownership are significantly lower than solutions from other vendors," Crisp says.

Panasonic Communication Solution makes call on water conservation

Austral Business Machines equips water conservation specialist, Action Tanks, with Panasonic's new VoIP enabled TDE200 phone system

The rapid growth in demand for Action Tank Industries sustainable water solutions meant a new telephone system was required for the business, according to Action Tanks' Managing Director, Randall Crisp.

Mr Crisp said the drought and the protracted water crisis had resulted in a surge of interest in Action Tank Industries 'sustainable water solutions.

"As a result we have built a second new factory and accordingly it was necessary to upgrade our information technology and communications systems," he said.

"Panasonic TDE200 Communication Solution provided us with the best telecommunications solution for our expansion."

Mr Crisp said Action Tank Industries was one of the first Australian businesses to deploy Panasonic's new TDE200 phone system, which is a pure IP-PBX solution and supports VoIP natively.

He said the system, installed by a Panasonic Premier Partner (Austral Business Machines), "future-proofed" Action Tank Industries telecommunications requirements because it was, among other things, fully IP enabled.

"The Panasonic system is a complete IP solution that is SIP enabled. This is very important for us because we want to rollout SIP phones in the future," he said.

"The system also offers highly cost-effective Multi-Cell DECT mobility."

Brendan Towers from Austral Business Machines said Action Tank Industries was a long-term customer that required a simple solution to its rapid business expansion.

“Instead of burying a second line underground to run between Action Tank’s main factory and its new site we arranged for a point to point wireless connection,” he said.

“The wireless connection comprises two separate links – 54Mbit/s for voice and 54Mbit/s for data.”

Mr Towers said Action Tank Industries reception area was located at the main site and many of the 22 new Panasonic IP phones were connected to the TDE200 system at the main site via the wireless 54Mbit/s connection. The voicemails were also centralised at the main site also.

“Assisting Action Tank Industries site expansion was a seamless process because of the availability of wireless and IP technology and the capability and compatibility of the Panasonic phone system we used,” he said.

Action Tank Industries Managing Director Randall Crisp said prior to Action Tank’s adoption of Panasonic’s TDE200, the business used the Panasonic TDA30.

“Because of the proven reliability of Panasonic’s TDA30, we had the confidence to upgrade to the new Panasonic TDE200 system,” he said.

He said the Panasonic TDE200 Communication Solution had resulted in immense productivity improvements and cost savings across the business.

He also said the Panasonic system was less costly than similar systems offered by other vendors.

“Not only has Panasonic met all our technical requirements but the cost of installation, ongoing service and the overall total cost of ownership are significantly lower than solutions from other vendors,” he said.

For more information about Panasonic Communication Solutions, please visit www.panasonic.com.au/tde or phone 132 600.

About Panasonic

The Panasonic Communication Products Group (CPG) provides communications solutions across the home and business markets including Business Telephone Systems, Home Communications and IP Network Cameras.

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