Toshiba SMB Solutions
Competitive Comparison Guide (Cisco Channel Partner Use Only)

Solution Overview

Strata 40

Strata CIX40 – Hybrid digital/IP voice system supporting up to 24 users. Integrated voicemail. The CIX40 can be used as a standalone system, or as a branch switch networked with other Strata CIX systems.

Strata 100

Strata CIX100 – supporting up to 72 users with integrated data switching and routing. Optional contact center, mobility, and unified communications software suite. Up to 100 Strata nodes can be networked via Toshiba's Strata Net protocol.

Target Applications

- Small and medium businesses, either greenfield or as a key system upgrade.

Insertion Strategy

- **Customers**: Key targets: Small offices, and branch offices where Strata 100's networking capabilities can be leveraged.
- **Channels**: Toshiba resellers and partners.
- **Toshiba Product Positioning**: PBX, voicemail, and contact center functionality in a proven SMB communications platform with a seven-year manufacturer's extended warranty. The Strata 100 includes additional data switching and routing capabilities, but remains largely a voice-centric hybrid platform. Toshiba is a force in the SMB space, with over 35 years of experience.

Toshiba Weaknesses

- Toshiba positions itself as offering a full portfolio of solutions for SMBs, including PBXs, laptop PCs and copiers.
- But it is absent from critical segments such as data switching and routing, WLAN, and security, which gives it a very limited solution portfolio for today's SMB.
- CIX40 lacks data support and WLAN .–Small businesses looking for an integrated solution with data support and WLAN will find the Toshiba CIX40 limiting.

Product Comparison (Toshiba solutions vs. Cisco UC300 Series, Model UC320W)

	Strata CIX40	Strata CIX100	UC320W
Maximum IP phones, analog station, and/or analog trunk.	8, 16, or 24 IP stations, 4-11 trunks with Caller ID, 8-16 digital phones, up to 2 analog endpoints. SIP Trunking support with certain carriers	Recommended for up to 72 users. Base configuration of 16 ports (trunks and/or endpoints); max 112 ports (64 trunks/72 endpoints)	24 user licenses and 4 FXO lines included in base system, expandable to 12 lines with SPA8800. Max of 9 analog phones when used with SPA8800 IP Telephony Gateway
SIP Trunking Support	VoIP support and SIP requires additional hardware - MIPU16-1A IP Interface Card $699 (Street) plus SIP trunk licenses	VoIP support and SIP requires additional hardware - MIPU16-1A IP Interface Card $699 (Street) plus SIP trunk licenses	Included
Phone license included	No	No	Yes – all 24 user licenses are included
Inbuilt Ethernet Switch and IP Routing support	No	GigE switch with VLAN support	Integrated 10/100/1000 routing; 4-port 10/100/1000 switch. Dual VLAN support
Voicemail to e-mail integration	Optional extra-cost option	Optional extra-cost option	Included
Wireless LAN Support	No	No	Yes, 802.11b/g/n wireless access point included with support for two SSID's

Toshiba Solution Pricing

Base Units

CIX40 3x8 base package including controller and 8 digital phone sets: $1600 street ($200user); IP bundle with base, 8 IP phones and 4-port voicemail: $2,200 list ($275/user) ; Sample 12-user configuration pricing with SIP trunking support: $3,499 list ($291/user)

Media Application Server (voicemail, auto attendant, Unified Messaging, ACD, video communications): $2,400 list

uMobility solution to add VoIP over Wi-Fi and handoff between cellular/Wi-Fi connections: $550 list per user for 5 users.

End Stations

DP5122 Digital phone: $235 list; $160 street

IP5022 IP phone: $265 list; $150 street

IP5122 IP phone: $315 list; $195 street

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Competitive Selling Strategies	
How to Beat the Competition	Set the Agenda: Show that Cisco's Unified Communications 320 solution provides very small businesses with the opportunity to own an integrated Cisco voice and data system. Highlight the advantages that the Cisco brand brings to the sub-20 line segment, stressing the simplicity that a combined voice and data system can bring. Stress how the key functions and applications that SMBs most need are built right into the UC320. And show how Cisco can reduce ongoing operating costs – a key factor for small business owners – via built-in support for SIP trunking. Many future features will be downloadable at no charge, providing another Cisco advantage. Challenge Toshiba: Question the wisdom of investing in a voice-only platform today that does not integrate a data switch or WLAN access point (CIX40). Show how the UC320 introduces a new concept with its integrated data switch, router, and 802.11n wireless access point. Position Toshiba as a company without any expertise in data communications or security – which will be key factors in the evolving communications landscape for SMBs in the years to come as Unified Communications capabilities become essential to remaining competitive for businesses of all sizes. An investment in Cisco today means less headaches down the road.
Strengths and Positioning	Toshiba's Positioning: Toshiba positions the Strata CIX line of PBXs as "the most efficient, easy-to-use, and customizable telecommunication system available today," allowing SMBs to build the communication system they need now, and to expand as their needs grow. Aggressive system pricing meets SMBs' need for low capital investment, and upgrade modules such as the Media Application Server allow it to address needs of the more sophisticated SMB accounts, albeit at extra cost. Key Strengths Toshiba has a strong reputation in the SMB space, where the Strata brand has a long history and loyal channel. It is not an innovator on the data side of the business, but introduces enhancements to its platforms via add-on modules such as FeatureFlex feature customization, the Media Applications Server (MAS), which enables video communications capabilities, and by enhancements to its applications portfolio. In 2010 Toshiba enhanced the Strata Call Manager client application with a new look and feel and enhanced functionality, added on-demand and scheduled meet-me audio conferencing and web collaboration to its Strata Meeting offer, and added iPhone support to the uMobility fixed-mobile convergence product.
Toshiba's Solution Weaknesses	Toshiba's upgrade strategy, via modules such as MAS, so Cisco can position it as a more complex system to purchase than the integrated, all-in-one UC320, and likely more expensive as well once additional-cost modules are taken into account. Toshiba offers only the "same old" calling features, system design, and usage scenarios; whereas Cisco's UC320 offers an integrated voice and data package more in tune with what today's SMBs are looking for. Toshiba dealers will boast about how Strata systems have over 300 calling features.
Countering Toshiba FUD Sales Tactics	Question the need for 300 calling features for voice, particularly in SMB where too many features can overwhelm the user. Cisco UC320 brings the right voice features, in an easy-to-install, easy-to-use, integrated package. Position Strata as an old-world, voice-centric solution that will lock the SMB into an old-world way of thinking. Suggest that the time to take a step into the future is now, since SMBs tend to keep their voice communications equipment for 5-7 years or more. Then review the new-generation concept behind the Cisco UC320. The customer may counter that Toshiba has a reputation for being a strong value in the SMB segment, but show how the customer can have Cisco innovation – obvious from the first look at the UC320 system unit – in an integrated, single-box solution at a price that compares favorably with an equivalent multi-box Strata system.