

**TOSHIBA**



**The Telecommunication System  
That Grows With Your Business**

**STRATA**

**CTX100**

Strata CTX100 lets you cost-effectively match functionality to your current and future needs.



# Flexible

## Solutions For The Way Your Company Communicates

Small businesses need a flexible telecommunication system that can easily adapt to their changing and growing needs. The Strata CTX100 is specifically designed to provide the exact telecommunication features your business requires today, and as it grows in the future. That makes the Strata CTX100 the ultimate cost-effective telecommunication solution to give you the investment protection you need.

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### Expand Functionality As Needed

Toshiba's expertise makes the Strata CTX100 the optimum solution, whether you need a basic telephone system or advanced capabilities. For example, you can add valuable options like Voice Mail/Auto Attendant, Computer Telephony Integration, Automatic Call Distribution, Voice Over Internet Protocol, StrataNet Multiple System Networking, and more to improve your business's overall productivity and customer service.

You can also use our branch-office extender products to provide digital telephone extensions from your main location to remote employees. This gives your remote workers the same advanced telephone-system functionality as your main-office employees.



# Adaptability

## Assures Investment Protection

When your needs grow, so will your Strata CTX100 system. Universal slot architecture lets you combine CO lines, telephones, and peripherals in any configuration you need. Its scalable design provides the flexibility to start small and expand up to 112 ports – or even more if you network multiple Strata CTX systems or migrate to the larger CTX670 system.

Upgrading performance and capacity is simple, without major expense. If you upgrade to a larger Strata CTX670 system in the future, you can even reuse your existing Toshiba digital telephones, and many of the CO line and station cards. This enables you to continually control costs, maximize return on investment, and increase productivity.

## Maximize Employee Efficiency And

# Productivity

Since communication efficiency is the heart of your employees' productivity, it's crucial that your telecommunication features are easy-to-use. That's why the Strata CTX100 displays simple feature-usage instructions on the telephone's LCD screen. You'll also save time by pressing just one button to perform frequently used feature-operation sequences. These simplified communication capabilities reduce training time and make sure employees get the most of the Strata CTX100's sophisticated features.





## Control Costs For Greater

# Profitability

The Strata CTX100 will minimize your costs in many ways, for many years to come. It enables you to make management decisions based on evaluating incoming and outgoing call patterns. Client billing is simplified. Calls can be routed over your least costly trunk line or long-distance carrier. You can restrict access to long-distance toll calls, connect seamlessly to high-speed digital services, and even remotely program and test your system.

Easy-to-use features keep your employees productive, and advanced management functions keep your bottom line strong.





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Your employees can manage messages quickly and easily, enabling them to focus on their vital job responsibilities.

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# Voice Message Management



# Choice

## Of Toshiba Telephones For Your Specific Needs

Toshiba digital telephones are designed to help simplify Toshiba business telephone system operation. When you use Toshiba digital telephones in your Strata CTX100 system, you'll guarantee that your employees will maximize system benefits.

With a wide range of Toshiba digital telephone models to choose from, you can easily match your telephones to your specific application:

- Available in two stylish colors - charcoal gray and ash white.
- Variety of 10-, 14-, and 20-button speakerphone and LCD models available, including two models of 900 MHz digital cordless telephones.
- 14-button large LCD executive model especially useful for feature prompting functions.
- 20-button add-on module, 60-button DSS console, and the Strata CTX Attendant Console are ideal for high-volume call answering requirements.





# Applications

## And Benefits

Toshiba offers many innovative features including Call Answering options, Computer Telephony Integration, Networking options, and more.

### Call Answering Options:

- **Automated Attendant**  
Answers and routes incoming calls 24 hours-a-day as an integrated feature of Strategy voice processing. Assures that calls are efficiently managed when call volumes are high, when your receptionist is on a break or at lunch, and after regular hours.
- **Voice Mail Integration**  
Allows callers to leave detailed messages for specific employees. With Toshiba Strategy voice processing in the Strata CTX, calls are handled faster and more efficiently, which assures that the customer's needs are addressed as quickly as possible.
- **Direct Inward Dialing (DID)**  
Routes incoming calls directly to specific stations without going through the answering position.
- **Multiple Directory Numbers**  
Maximizes call-coverage flexibility. Station extension numbers can appear on multiple telephones and individual telephones can have multiple station extension numbers.
- **Dialed Number Identification Service (DNIS)**  
Routes incoming calls exactly where you want them to go according to the number dialed, and identifies the type of call on the telephone's LCD display.
- **Caller ID**  
Displays the caller's name and telephone number on the telephone's LCD, as well as the customer profile from your database (with CTI applications). Your employees will be fully prepared to handle calls with maximum effectiveness and provide personalized customer service.
- **Off-Hook Call Announce**  
Ensures important calls get through. Enables a station to speak to another busy station user. Call announcements can be made through the handset or telephone speaker.

### Call Center Options:

- **Automatic Call Distribution (ACD)**  
Calls are queued and sent to the next available agent. Incoming calls are distributed evenly, maximizing productivity and assuring quick, efficient call handling.
- **Management Information System (MIS)**  
Call Center monitoring and reports enable you to get the most out of your ACD by allowing you to analyze agents' performances, call center group activity, and system status. You can also forecast future call-center staffing requirements by analyzing call volume patterns.

# Applications And Benefits (Continued)

## Integrated Services Digital Network (ISDN):

- Primary Rate Interface (PRI)  
PRI is used to send and receive voice and/or data calls over the same network. The sophisticated call-by-call feature saves money by allocating PRI channels on demand for usage of services such as DID, Tie, FX, WATS, 800, etc.
- Basic Rate Interface (BRI)  
Station-side connection provides a low-cost ISDN solution that enables you to connect devices such as a PC, LAN bridge or router, Internet access device, video conference terminal, group IV fax, ISDN telephone, or other devices that benefit from an all-digital transmission link. Trunk-side connection enables all your telephones to use BRI lines for incoming and outgoing calls.

## Networking Options:

- Multiple System Networking - StrataNet  
Connect your branch offices by integrating multiple Strata CTX100 and CTX670 systems into one system via your private communications network. All your offices can enjoy the benefits of centralized attendant answering with a central voice mail system, and coordinated extension numbering which simplifies network-wide dialing. Enjoy compatibility with other popular PBXs and network routers for extensive networking.
- Remote Branch Office Extensions  
The MCK EXTender enables groups of remote workers to have digital telephone extensions from your main location's Strata CTX telephone system, with the same functionality as your main office system.
- Centrex Integration  
Group access to Centrex lines enables you to get maximum benefits from Centrex features with ease, while saving cost.

## Voice Over Internet Protocol (VoIP):

- Toll Bypass  
Eliminates long-distance toll charges between your main office and branch offices. Reduces cost by transmitting voice and fax calls via the Internet or your private intranet.
- Cost-effective VoIP Applications  
By sharing applications among all your offices, you'll enhance both cost-effectiveness and customer service.

## Computer Telephony Integration (CTI):

- Industry Standard CTI  
Strata CTX systems fully support Microsoft TAPI – the industry-standard method of Computer Telephony Integration, enabling you to enjoy the full range of advanced CTI benefits.
- Caller ID Applications  
Caller Identification and automatic retrieval of customer profile data are the most popular CTI applications. When the telephone rings, the LCD displays the caller's telephone number, and the TAPI PC application displays the caller's profile on screen. This enables you to provide fast, accurate, personalized customer service.
- Desktop OAI  
Call information relative to a particular digital telephone can be passed to a desktop PC via a USB connection to the telephone. Various TAPI applications can be accomplished either through our StrataLink middle-ware program, or with commercially available PIM applications such as ACT!™ or GoldMine™.
- System OAI  
The Strata CTX100 system OAI link is based upon ECMA standard "CSTA." This provides extensive call control and telephone support for CTI applications of many types. The system OAI uses an Ethernet LAN connection between the Strata CTX100 and external application servers.

# Specifications

## System Features

Account Codes  
Forced  
Voluntary  
Verifiable  
Account Code Button  
Account Code Revision  
Add-on Module  
Advisory Messages  
Alternate Answer Point  
Automatic Busy Redial  
Automatic Call Distribution (Optional)\*  
Advanced Call Routing  
Agent Priority Routing  
Skills-based Routing  
Priority Queuing  
Multiple Group Agent Login  
Intelligent Announcements  
Call Recording  
Supervisor Call Listening  
Voice Assistant ODBC Database  
MIS Interface (Optional)\*  
Automatic Callback  
Station Callback  
Trunk Queuing  
Automatic Line Selection  
Automatic Release  
Automatic Release From Hold  
Station Automatic Release  
Background Music Interface with Station Control\*  
Call Completion Options  
Voice Announce  
Set Auto Callback  
Set Message Waiting Light  
Camp-on Busy  
Override  
Off-Hook Call Announce  
Call Forward  
All Calls  
Busy  
No Answer  
Busy/No Answer  
Fixed  
External with Remote Setting  
System and Station Call Forwarding  
Call History at Station  
Call Park  
Call Park Orbits  
Park and Page  
Call Pickup  
On-Hold/Park  
Ringing at Other Stations  
Night Bell  
Directed Station  
Station Group  
CO Line Group  
Call Waiting  
Call Waiting on LCD Display  
Ringing Tone  
Caller Identification (Optional)  
Automatic Number Identification  
Caller ID Call History List  
Redial From List  
Internal User Name  
ISDN BRI & PRI  
Camp-on  
Automatic Camp-on  
Camp-on Busy  
Cancel Button  
Centrex Application/PBX Compatible  
Centrex Ringing Repeat  
Flexible Station Numbering  
Delayed Ringing  
One-Button Centrex Feature Access  
Centrex/CO Line Call Pickup  
Centrex/CO Line ID  
Flash Button  
Multi-Line Access and Control  
Classes of Service  
Computer Telephony Integration (CTI) - Optional\*  
Digital Telephone Integrated PC Interface  
TAPI Compliant  
StrataLink Call Control  
CSTA System CTI Link

Conference Calls (8-party)  
Conference Hold  
Conference Split  
Join Button  
Continuous DTMF Signal Time (Optional)  
Credit Card Calling ("O" + Dialing)  
CTX WinAdmin  
Programming and Maintenance  
System Administrator Functions  
Day/Night Modes with Auto Scheduling  
Night Ringing Answer Code  
Night Ringing Over External Page\*  
Night Ringing Over Selected Page Zones (Optional)\*  
Delayed Ringing  
Destination Toll Restriction  
Outgoing Call Restriction  
Restriction Override  
Through Dialing  
Dialed Number ID Service (DNIS)  
Digital PAD for Transmission Level Control  
Direct Inward Dialing (DID)  
Direct Inward System Access (DISA)  
DISA Security Code Access  
DISA Security Code Revision  
Direct Station Selection (DSS) Buttons  
Busy Lamp Field Display  
DSS Button Status Display  
Directory Numbers  
Primary DN Buttons  
Phantom DN Buttons  
Pilot DN  
Multiple Appearances  
Distinctive LED Indicators  
I Am Called  
I Hold  
I Use  
Dual Color LEDs  
Distinctive Ringing  
Do Not Disturb  
Do Not Disturb Override  
Door Lock Control  
Door Phones  
DTMF Signaling  
DTMF Back Tone  
DTMF and Dial Pulse Compatible  
DTMF Signal Time (160/80 ms)  
Emergency Call  
Enhanced 911  
CAMA Trunks  
ISDN PRI  
External Amplified Speaker (Optional)\*  
Amplified Ringer  
Paging Amplifier/Speaker  
Flash Button  
Centrex/PBX Transfer  
CO Dial Tone Recall  
Flexible Button Assignment By User  
Flexible Line Ringing Assignment  
Day/Night Modes  
Delay 1  
Delay 2  
Immediate  
Flexible Numbering  
Directory Numbers (2 to 5-digits)  
Feature Access Code Assignment  
CO Line Numbers  
Flexible Port Assignment  
Ground Start Lines (Optional)  
Handsfree Answerback  
Headset Interface (Optional)  
Hearing Aid Compatible  
High Call Volume Buttons  
Release Button  
Release/Answer Button  
Cancel Button  
Hold  
Automatic Hold  
Call Hold  
Consultation Hold  
Exclusive Hold  
Hold Recall  
Hot Dialing  
Hotline Ringdown  
Integrated Services Digital Network (ISDN)  
Basic Rate S/T-Interface (BRI)  
Basic Rate U-Interface (BRI)  
Primary Rate Interface (PRI)

Least Cost Routing  
Line Buttons  
CO Line Button  
Pooled CO Line Button  
Group CO Line Button  
Live System Programming  
Loop Start Lines  
Lost Call Treatment  
Message Waiting Indication  
LED on Digital Telephone  
Station Light on Standard Analog Telephone  
Stutter Dial Tone  
Modular Handset and Line Cord  
Multiple FCC Registration  
Music-On-Hold Interface (Optional)\*  
Networking Multiple Systems – StrataNet (Optional)  
Alternate Routing/Hop-off  
Centralized Attendant  
Centralized Voice Mail  
Coordinated Numbering Plan  
Path Replacement  
QSIG Call Control  
Off-Hook Call Announce  
Handset  
Speaker (Optional)  
Off-Premise Stations  
Digital Telephones  
Standard Analog Telephones  
One Touch Buttons  
Personal Speed Dial  
System Speed Dial  
Custom Feature Access  
Override  
Call Forward Override  
Class of Service Override  
Do Not Disturb Override  
Executive Override  
Privacy Override  
Paging (Optional)\*  
External Speaker Page Zones  
Emergency Page  
Night Ringing Over Selected Page Zones  
Telephone Group Paging  
Power Failure Protection  
Power Failure Transfer (Optional)  
Reserve Power Battery Backup\*  
Memory Protection  
Privacy  
Privacy Override  
Privacy Release Button  
Repeat Last Number Dialed  
Ring Over Busy  
Ringing Line Preference  
Speakerphone On/off Control  
Station Hunting  
Serial Hunting  
Circular Hunting  
Distributed Hunting  
Camp-on to Hunt Groups  
Station Message Detail Recording Interface (Optional)  
System Fault Finding and Diagnostics (Optional)  
Alarm Indication of System Faults  
Smart Media Card Data Storage  
Fault Detection and Error Logs  
Event and System Administration Logs  
System Trace  
Backup/Restore  
Maintenance and Administration Local  
Maintenance and Administration Remote  
Tie Lines  
Tie Line Transfer Recall  
Transfer  
Transfer with Camp-On  
Transfer Immediate  
Transfer Privacy  
Transfer Screened  
Transfer Unscreened  
Transfer Direct to Voice Mail  
Music or Ringing Option  
Traveling Class of Service  
T1/DS-1 Interface (Optional)  
User Programming Mode  
Flexible Buttons  
Call Forward  
One Touch Buttons  
Background Music  
Ring Tones

Voice Mail Integration  
Call Record to Voice Mail  
In-band DTMF Signaling  
Simplified Message Desk Interface (SMDI) (Optional)  
LCD Soft Key Voice Mail Operation  
Transfer Direct to Voice Mailbox  
Voice Mail Conference  
Voice or Tone Signaling  
Voice Over IP (Optional)  
Volume Control  
Beep Tone  
Handset  
Speaker  
Ringing  
Wall or Floor Mountable Cabinets

## LCD Features

Advisory Messages  
Automatic Callback Number Display  
Automatic Number Identification  
Automatic Park In Orbit  
Call Duration Display  
Call Forward Source/Destination  
Call Forwarded-From Display  
Caller ID (Optional)\*  
Abandoned Call Storage  
Call History  
Telephone Number  
Calling/Called Number Display  
Clock/Calendar Display  
CO Line Identification  
Incoming/Outgoing  
Dial Input Verification  
Directory Assistance (Large LCD only)  
Feature Prompting with Soft Key Operation  
System & Station Features  
Voice Mail Features  
Intercom Calling User Name Display  
Message Waiting Station Display  
Override Station Number Display  
Recalling Station Identification  
Voice Mail Messages Count  
(New/Saved/Urgent)

## Digital Telephones

Single Line Digital Telephone  
10-Button Speakerphone  
10-Button Speakerphone with Liquid Crystal Display (LCD)  
20-Button Speakerphone  
20-Button Speakerphone with Liquid Crystal Display  
20-Button Full-duplex Speakerphone with Liquid Crystal Display  
14-Button Speakerphone with Large Liquid Crystal Display (LCD)  
20-Button Add-On Module  
60-Button Direct Station Selection Console Attendant Console  
900 MHz Digital Cordless Telephones

\* Some feature implementation may require additional auxiliary equipment.

## Toshiba Quality And

# Reliability

As important as features and functionality are in your purchase decision, it's equally critical to assure that your business communication system will *consistently* provide peak performance. Only a company with a history of quality and reliability can deliver on such a promise. Toshiba is that company.

Pioneering innovations for over 125 years as Japan's first manufacturer of telegraphic equipment, Toshiba has been a world leader in developing business communication solutions. Our long-standing expertise in bringing telephone and computer technology together is ultimately what makes Toshiba the right choice for high performance and value year after year.

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### Assuring Consistent Performance

Advanced engineering innovations like compact component design, circuitry that minimizes power requirements, and power-surge safeguards are built into Strata CTX systems. These features make the Strata CTX100 more reliable than systems of similar size and capacity.

The Strata CTX family of business telecommunication systems is the perfect solution for small to medium-sized businesses. Both the Strata CTX100 and the Strata CTX670 provide expandable, adaptable design, simplified operation, and proven reliability. For details, visit the Strata CTX100 web page at [www.telecom.toshiba.com/ctx100](http://www.telecom.toshiba.com/ctx100).

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