Challenge:

CTN had a Tadiran Coral III system that had provided excellent service for 15 years. However, the system could not deliver the technology required to implement the improvements CTN envisioned.

Solution:

CTN decided to investigate investing in a new IP Telephony solution platform to meet its needs. After considering several vendors, it chose to continue its 15 year relationship with CSM. CSM upgraded the Tadiran Coral to an IPX 500 providing centralized UM and a complete IP network via MPLS to CTN's eleven stations nationwide.

Benefits:

- CTN now manages its own move adds and changes, eliminating costly service charges once incurred with their old system and has nationwide DDD.
- The station has increased its call handling capability while reducing the need for volunteer labor with a Coral Contact Center that provides skills based routing across the network to any remote site.
- The Coral Navigator rules based routing software provides flexible call handling to efficiently and quickly route calls from the Prayer line to anywhere in, or off of, the network. This reduces the difficulty of managing the staff schedule while at the same time caller satisfaction is increased.

CHRISTIAN TELEVISION NETWORK DEPLOYS NATIONWIDE VoIP SYSTEM

with CSM providing a cost effective technology refresh of their existing Tadiran infrastructure.

As the nation's second largest Christian broadcasting enterprise, Christian Television Network (CTN) is dedicated to providing the best in Christian programming as well as in outreach and educational activities, all tailored to meet community needs the twelve markets in which it operates. A vital resource, WJCT is free to all residents, opening the world of excellence to everyone. Since October 24, 1979, when Florida's first Christian television station signed on the air, CTN has provided unique, wholesome and award winning programming for the entire family. The network now reaches a potential audience of over 15 million viewers and, with its international satellite, CTNi has the potential to reach over 500 million people.

In the summer of 2007, CTN was faced with an aging Tadiran Coral PBX system that had become obsolete and was becoming costly and difficult to maintain. Although the Coral III had served them well and been on the cutting edge of technology being the first system to deploy a NI-1 protocol PRI circuit on the Sprint network in 1993 when it was installed, it could no longer be upgraded and could not be used in CTN's next step of enhancement and expansion of their network.

"We assessed our needs and determined it had to be replaced," said Steve Tilka, Director of Information Services for CTN. "We formed a team to help us determine which way to go and decided that a Voice over IP system was needed because of the roll-out of our national MPLS network to our satellite stations."

Proposals were accepted from several vendors and CTN looked closely at solutions from Avaya, Nortel, Cisco and others over a period of time. Priority was placed on network capabilities, ease of use and financial feasibility. CSM, the Bay Area's premier Tadiran partner since 1989, proposed an upgrade to a IPX 800 and set up a demonstration for CTN.
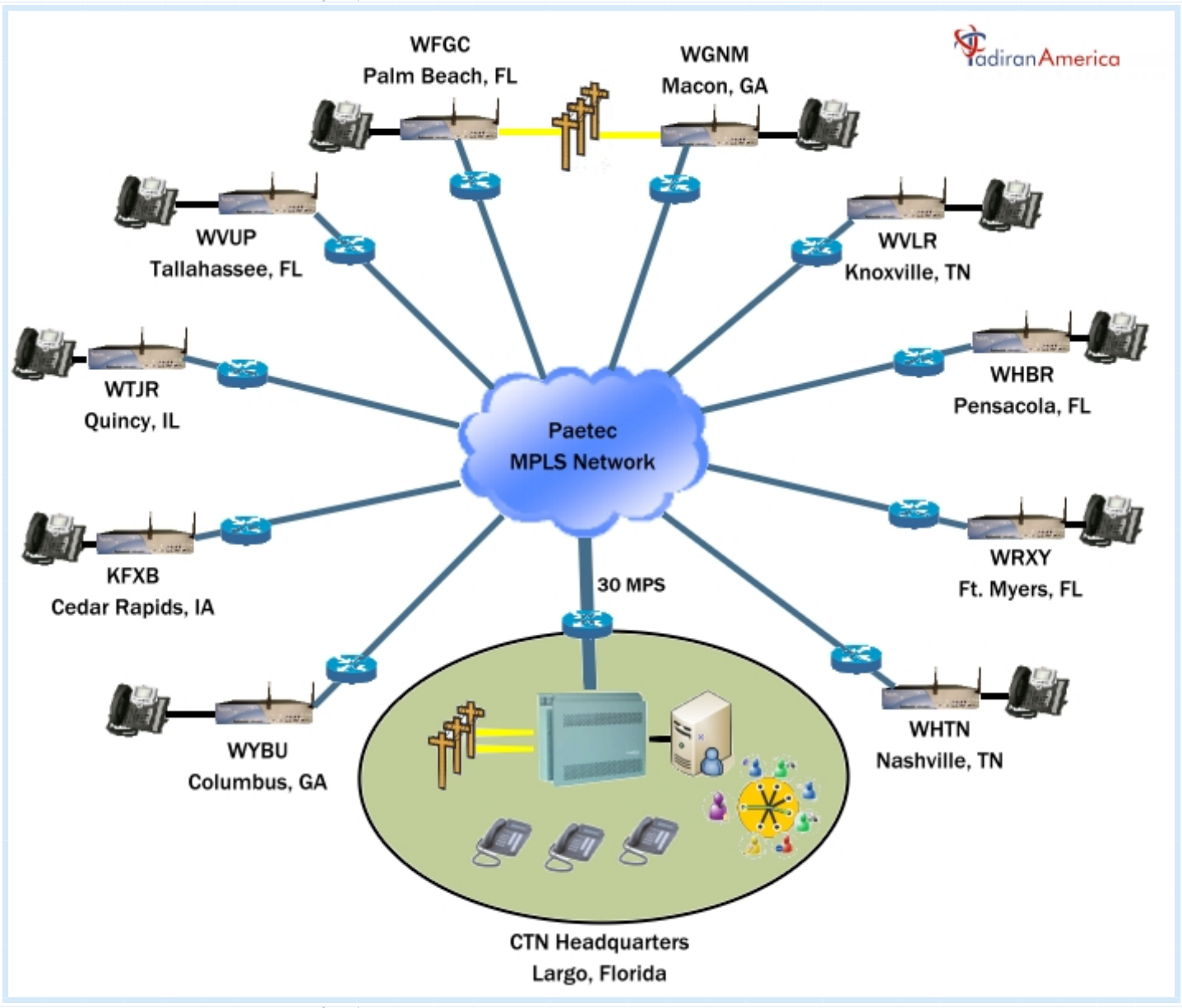
Steve and the selection team were impressed with how easy it was to set up and how richly featured the new system was. The executive committee also appreciated how cost-effective the upgrade program was and how easily the new system integrated into the existing network infrastructure. A unanimous decision was made by the selection team to choose Tadiran for the organization's telecommunications needs.

ROLLING OUT WITH CSM

CSM provided CTN with a Tadiran IPX 800 equipped with two PRIs and a IP gateway blade. WCLF was provided with one blade for the WiCMC integrated messaging voice mail and the Coral Designer interface, which simplifies the programming of the system and makes moves, adds and changes a snap. The IPX 800 is networked to ten IPX Office systems at the remote locations using more than 75 Tadiran IP Flexsets telephones as well as several home office IP phones. The implementation was accomplished over a period of six months in a roll-out fashion in concert with the Paetec MPLS network installation.

MORE PRODUCTIVE TV PRODUCERS

Tadiran phone systems are easy to use, simple to manage, flexible, and reliable. The friendly, graphical interface of Attendant Console provides easy access to sophisticated features, including on-the-fly conferencing and presence management.

Voice mail messages are stored in the industry-standard WAV Audio for Windows format, allowing users to play them on multimedia PCs, attach them to e-mail messages or embed them in other documents. The ability of the IPX 800 system to export and distribute original voice mail messages to one person or a group of people and keep a running history of calls into each number is helpful in continually monitoring and improving service. The Tadiran system, integrated with Microsoft Outlook at CTN, provides integrated messaging. Employees get unified messaging so voice mail shows up in their e-mail inbox.

The IPX 800 allows them to control the way their phones work, and features like Flexicall allow them to have calls sent to them wherever they are—at their desk, on their cell phone, or at home if they choose.

"The Tadiran phones are easy to use and our staff did not need to be trained extensively on the system since they are just as feature rich as our original Coral III." said Tilka.

TADIRAN AND CSM, LONG TERM PARTNERS

CTN is happy with its decision to upgrade the Tadiran. "Our first Tadiran system gave us nearly 15 years of failure free service with CSM as our vendor," said Tilka. "So we are looking forward to the possibility of breaking that impressive record with this new IP communications platform and the excellent CSM team that is behind it."

"Installing a national network like this is a major project because it affects everybody," adds Tilka. "This has been one of the easiest IT projects I've ever done and people couldn't be happier—we went from contract to full implementation in six months. That's incredible and it's all due to the best Tadiran Dealer in Florida - CSM."

"The ability to have a load balanced call center on the network saves us tens of thousands of dollars each year while greatly increasing the satisfaction of our viewers who call in to support our ministry."

- Steve Tilka
Director of IT
CTN