

IWATSU
TELECOMMUNICATIONS PRODUCTS

PROVEN SOLUTIONS

Bon-Ton Department Stores Get Connected with ADIX IP

BON-TON

Headquartered in York, Pennsylvania, The Bon-Ton Stores, Inc. (NASDAQ: BONT) is a regional department store chain now operating 142 stores in sixteen states under the names of Bon-Ton and Elder-Beerman.

The Challenge

With almost 80 stores and growing, Bon-Ton department stores needed an efficient way to network their stores for easy communication between locations – without paying a fortune. After paying outrageous connectivity costs for basic E&M tie lines, Bon-Ton needed a more robust and cost-friendly networking technology.

The Solution

With the release of Iwatsu's ADIX IP Networking application, Iwatsu distributor Morefield Communications provided Bon-Ton with the converged technology and incredible cost-savings.

With Iwatsu's ADIX IP Networking application, Bon-Ton reduced overall connectivity costs by converging voice and data traffic via SIP (Session Initiation Protocol). ADIX IP Networking proved to be such an impressive solution, that after a brief trial Bon-Ton networked all stores with the application.

The Benefits

The cost savings alone make ADIX IP Networking unbeatable. Bon-Ton simply added ADIX IP Networking technology to their existing ADIX systems – some of which were installed back in 1989! Not only did upgrading their existing system eliminate new equipment costs, Iwatsu's ADIX IP Networking application also paid for itself in less than a year.

As if the cost benefits weren't enough, the real value of ADIX IP Networking is the converged connectivity. All networked Bon-Ton stores are transparently connected to communicate as one seamless organization. Transparency like this enables decentralized companies like Bon-Ton to:

- >> Simply intercom or dial an extension to contact personnel in another office
- >> Transfer customer calls between offices in a matter of seconds
- >> View the phone status of a remote worker from your digital phone
- >> Provide one central business number and route callers to any office location within the ADIX IP network

With ADIX IP Networking, Bon-Ton bridges communication gaps to ultimately maximize their productivity, customer service and competitive advantage.