

**TOSHIBA**



**Big Telecommunication Capabilities  
for Small and Medium Businesses**

**STRATA**

**DK14  
&DK40i**

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Strata DK delivers the scalability you need to assure maximum communication productivity today and as your business grows.

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# Flexibility

## Meets The Changing Needs Of Small Business

As a small to medium sized business, your telecommunication needs are diverse. That's why it's crucial to have a telecommunication system that offers comprehensive features and solutions—and the ability to easily enhance your system with value-packed optional features as your needs change. Strata DK systems meet those vital needs, delivering the exact level of performance your business requires at every stage of its growth. That's how Strata DK assures both maximum productivity and cost-effectiveness—today and tomorrow.

Whether you require Voice Mail/Auto Attendant, Computer Telephony Integration or Voice over Internet Protocol, Strata DK systems offer the optimum solution.

The Strata DK40i system is specially designed to automatically distribute inbound calls among groups of call-handling agents. By managing your call-center with Strata DK40i's advanced tools, you'll enable your employees to focus on their core responsibilities, maximizing their productivity and customer-service quality.

The system's scalable design lets you start small and add more capacity and features as needed:

### Strata DK14

provides capacity for:

- up to 4 CO lines
- up to 8 digital telephones
- 2 analog station ports for faxes, voice mail, etc.

### Strata DK40i

provides capacity for:

- up to 12 CO lines
- up to 28 telephones
- multiple combinations of digital and analog stations and ISDN devices

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



# Single Net

With Strata DK, you'll have a unified network for transmitting voice, data and video. This lowers your capital and operational costs and enables you to reap the many benefits of these innovative applications:

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## Integrated Services Digital Network (ISDN)

*available with DK40i*

Integrates voice, data, fax and video on one reliable line. Lets you transmit multiple communications at the same time! Superior speed and faster call setup improves the efficiency, productivity and cost savings of all your business communications. Primary Rate Interface (PRI) saves money by enabling call-by-call use of channels. Basic Rate Interface (BRI) provides a low-cost solution for high-speed LAN and Internet access, plus video conferencing. No additional monthly charge for Calling Number Identification Services (CNIS) and Dialed Number Identification Service (DNIS).

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## Voice over Internet Protocol (VoIP)

Enables your multiple offices to cost-effectively share applications and provide consistently high customer service. Voice and fax calls between your main and branch offices are carried via the Internet or your private intranet, eliminating long-distance toll charges between these locations. This significantly reduces cost, especially for international calls.

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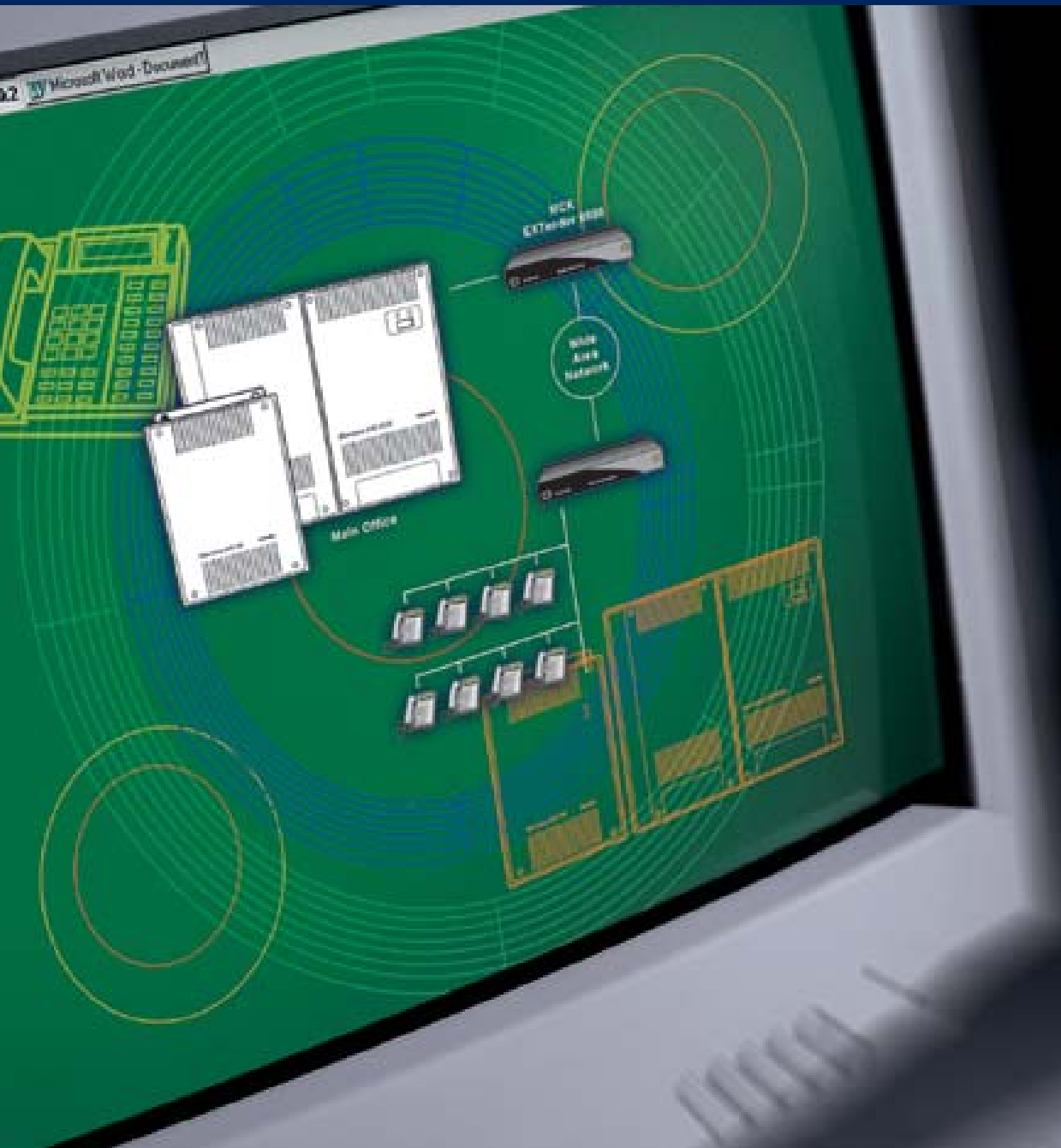
## Computer Telephony Integration (CTI)

Synchronizes telephone calls with computer applications. Enables you to determine who is calling and how calls should be automatically routed and answered, plus view detailed caller information on your PC screen. Improves call-center effectiveness by enabling your employees to handle calls with maximum efficiency. Creates an integrated business information system that increases productivity and reduces costs.



**Reduces C**

# network



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By transmitting all your communication media over one network, you'll get the most out of your communication system, while saving money and enhancing productivity.

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**Cost and Increases Productivity**

## Keep Your Return On Investment

# Growing

The Strata DK system's modular "building block" design seamlessly adapts to new technological advancements. As a result, Strata DK's functionality will grow with your needs. It's a smart solution for controlling operational costs and increasing productivity. You can easily upgrade performance and capacity as needed, without significant capital outlays. You can also reuse telephones from your Strata DK14 or DK40i system in any larger Strata DK system you upgrade to in the future, saving even more cost.

# Simplify

## Communication With Comprehensive Features

Strata DK's variety of features help you effectively manage your operations now and in the future:

- Easy-to-use interface assures that your employees will get the most out of the system's capabilities.
- LCD feature prompting makes feature access and use easier by displaying simple, clear instructions on the telephone's LCD screen.
- Reduces training time and makes sophisticated features less intimidating.
- User-programmable buttons automatically perform feature-operation sequences with just one touch, saving time on every call. Ideal for frequently used features.

Toshiba provides a variety of telephones to meet your needs, from speaker-phones and digital cordless telephones to specialized answering solutions like our 20-button Add-On module or 60-button DSS console.





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Easy-to-use,  
cost-saving,  
modular features  
assure that your  
investment in the  
Strata DK system  
will provide  
ongoing value.

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# Cost-Saving

## Solutions Built In

Strata DK's advanced technology also reduces your costs:

- Provides valuable information on incoming customer calls and employees' outgoing call patterns, enabling you to make profit-boosting management decisions.
- Simplifies client billing.
- Ability to restrict long-distance toll access.
- Routes calls over your least costly trunk line or long-distance carrier.
- Connects seamlessly to high-speed digital services.
- No reprogramming when you move a telephone from one location to another.
- Conveniently program your system and test hardware from remote locations.

Together, these important capabilities will enable your Strata DK system to continue providing the ultimate cost-effective communication solution for many years to come.

# Innovative

## Applications And Benefits

### Features That Provide Call Answering Options:

- Automatic Call Distribution (ACD)—available with DK40i  
Calls are queued to wait for the next available agent. Incoming calls are distributed evenly, maximizing productivity and assuring quick, efficient call handling.
- Automated Attendant  
Answers and routes incoming calls 24 hours-a-day. 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. Assures that the customer's needs are addressed as quickly as possible.
- Direct Inward Dialing (DID)—available with DK40i  
Routes incoming calls directly to specific stations without going through the answering position.
- Multiple Directory Numbers  
Station extension numbers can appear on multiple telephones and individual telephones can have multiple station extension numbers, maximizing call-coverage flexibility.
- Dialed Number Identification Service (DNIS)—available with DK40i  
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, telephone number and 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 that important calls aren't missed. Enables a station to converse with another busy station user. Call announcements can go through the handset or the telephone speaker.

### Features That Provide Networking Options:

- Remote Branch Office Extensions  
The MCK EXTender products enable groups of remote workers to have digital telephone extensions from your main location's Strata DK telephone system, with the same functionality as your main office system.
- Tie Lines—available with DK40i  
Connect a DK40i to another telephone system in a private communications network.
- Voice over Internet Protocol (VoIP)—available with DK40i  
Ideal for businesses with multiple offices. By routing office-to-office calls over the Internet or your private intranet, you bypass long-distance toll charges, saving substantial cost. You'll also improve call-center effectiveness and customer service.
- Direct Inward System Access (DISA)  
Saves money by allowing employees to use your company's calling network when they're traveling.
- Centrex Integration  
Group access to Centrex lines enables you to get maximum benefits from Centrex features with ease, while saving significant cost.



## **Integrated Services Digital Network (ISDN):**

*available with DK40i*

- **Primary Rate Interface (PRI)**  
PRI is used to send and receive voice and/or data calls over the same network. The 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.

## **Computer Telephony Integration (CTI):**

- **Industry Standard CTI**  
Strata DK systems fully support Microsoft® TAPI—the industry-standard method of Computer Telephony Integration, enabling you to enjoy the full range of advanced benefits CTI can offer.
- **Caller ID Applications**  
Caller Identification and automatic retrieval of customer profile data are the most popular CTI applications. When the phone rings, the telephone's LCD displays the caller's telephone number, and the TAPI PC application displays the caller's profile. This enables you to provide fast, accurate, personalized customer service.
- **Data Switching**  
Allows your PC and telephone to share existing wiring for voice and data calls, eliminating the need for costly additional interoffice networks and extra wiring.



# Specifications

## System Features

Account Codes  
Forced  
Verifiable  
Voluntary  
Alarm Sensor Interface\*—DK40i only  
All Call Voice Page  
Alternate Point Answer  
Amplified Conference Interface (Optional)  
Automated Attendant (Optional)\*  
Automatic Call Distribution (Optional)\*—DK40i only  
MIS Interface (Optional)—DK40i only  
Automatic Number Identification (Optional)\*—DK40i only  
Automatic Release From Hold  
Automatic Station Relocation  
Auxiliary Device Interface (Optional)  
Background Music Interface\*  
Busy Station Transfer/Ringing  
Call Park Orbits  
Caller ID (Optional)\*  
Centrex Application  
Centrex/CO Line Call Pickup  
Centrex/CO Line ID  
Centrex Ringing Repeat  
Delayed Ringing  
Flash Button  
Flexible Station Numbering  
Multi-Line Access and Control  
One-Button Centrex Feature Access  
Centrex/PBX Compatibility  
CO Line Groups  
CO Line Queuing  
Conferencing  
Multi-Stations  
Multi-CO Lines  
Credit Card Calling ("0" + Dialing)  
Day/Night Modes  
Delayed Ringing  
Dialed Number Identification Service (DNIS) (Optional)—DK40i only  
Direct Inward Dialing (Optional)—DK40i only  
Direct Inward System Access (DISA) (Optional)  
Distinctive Ringing  
DTMF and Dial Pulse Compatible  
DTMF Signal Time (80/160 MS)  
Dual FCC Registration  
E911-CAMA and PRI—DK40i only  
External Amplified Speaker (Optional)  
Flexible Button Assignment  
Flexible Station Numbering (2 to 4-digit)

Flexible Line Ringing Assignment  
Delay 1  
Delay 2  
Immediate  
Flexible Port Assignment  
Ground Start Lines (Optional)—DK40i only  
Group Paging  
Integrated Services Digital Network (ISDN)\*—DK40i only  
Basic Rate S/T-Interface (BRI)  
Basic Rate U-Interface (BRI)  
Primary Rate Interface (PRI)  
Least Cost Routing  
Live System Programming  
Loop Start Lines  
Memory Protection  
Message Waiting  
Multiple Directory Numbers  
Multiple FCC Registration  
Music-On-Hold Interface  
Night Ringing Answer Code  
Night Ringing Over External Page\*  
Night Ringing Over Selected Page Zones (Optional)\*—DK40i only  
Non-Blocking Dialing  
Non-Blocking Intercom  
Off-Premises Stations (Optional)\*  
Outgoing Call Restriction  
Page Interface (4 Zones Optional on DK40i)  
Pooled CO Lines  
Power Failure Transfer  
Privacy/Non-Privacy  
Relay Service (Optional)  
Door Lock Control  
External Page Control—DK40i only  
Music-On-Hold Source Control  
Night Relay Service  
Remote Administration/Maintenance (Optional)\*  
Reserve Power\*  
Standard Telephone Compatibility with Message Waiting\*  
Station Hunting  
Station Message Detail Recording (Optional)\*  
System Program Upload/Download (Optional)\*  
System Programming Through Station  
System Speed Dial (40 numbers)  
Tandem CO Line Connections  
Tenant Service  
Tie Line Transfer Recall—DK40i only  
Tie Lines (Optional)—DK40i only  
Toll Restriction (6-Digit)

Toll Restriction Override  
Traveling Class of Service  
T1/DS-1 Interface (Optional)—DK40i only  
Voice Mail Integration  
In-band DTMF Signaling  
Simplified Message Desk Interface (SMDI) (Optional)—DK40i only  
Voice or Tone Signaling  
Voice over IP (Optional)\*—DK40i only  
Wall or Floor Mountable KSU

## Digital Telephones

10-Button Speakerphone  
10-Button Speakerphone with Liquid Crystal Display (LCD)  
20-Button Speakerphone  
20-Button Speakerphone with Liquid Crystal Display  
20-Button Add-On Module  
60-Button Direct Station Selection Console—DK40i only  
900 MHz Digital Cordless Telephone  
Single Line Digital Telephone

## LCD Features

Alphanumeric Messaging  
Busy Station Messaging  
Called Station Messaging  
Calling Station Messaging  
Custom Personal Messages  
Group Station Messaging  
Standard System Messages  
Automatic Callback Number Display  
Automatic Number Identification  
Automatic Park in Orbit  
Busy Lamp Field  
Call Duration Display  
Call Forward Source/Destination  
Call Forwarded-From Display  
Caller ID (Optional)\*  
Abandoned Call Storage with Date/Time Indication While Busy  
Name  
Telephone Number  
Calling/Called Number Display  
Clock/Calendar Display  
CO Line Identification  
Incoming/Outgoing  
DNIS Display—DK40i only  
Dial Input Verification  
Feature Activation Display  
Feature Prompting with Soft Key Operation  
Intercom User Name Display—Idle or Busy  
Message Waiting Station Display

Override Station Number Display  
Private CO Line  
Recalling Station Identification  
Speed Dial Directory Dialing  
Station Status Display  
Timed Reminder Memo

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## Station Features

Account Code Button  
Account Code Revision  
Alert Signaling  
All Call Voice Page  
Automatic Busy Redial\*  
Automatic Callback Intercom  
Automatic Dialing Buttons  
Automatic Hold  
Automatic Hold/Park Recall  
Automatic Off-Hook Line Selection  
Background Music with Station Control\*  
Busy Override  
Call Forward  
    All Calls  
    Busy  
    Busy/No Answer  
    External with Remote Setting  
    Fixed  
    No Answer  
Call Park to Station  
Call Pickup  
    CO Line Group  
    Directed  
    Meet-Me Page  
    On-Hold/Park  
    Ringing At Other Stations  
    Station Group  
Call Transfer  
    Camp-On  
    External Calls  
    Internal Calls  
    Recall  
CO/Centrex/PBX Feature Buttons  
Continuous DTMF Signal Time (Optional)  
Direct Station Selection/Busy Lamp Buttons  
Direct Station Selection Console (Optional)  
    —DK40i only  
    All Call Voice Page  
    Automatic Line Hold  
    CO Line Button Assignment  
    Expanded Line Appearance  
    Multiple DSS Consoles  
    Night Transfer  
    Speed Dial Button Assignment  
    Voice or Tone Signaling  
DISA Security Code Revision

Distinctive LED Indicators  
    I Called  
    I Hold  
    I Use  
Do Not Disturb  
Do Not Disturb Override  
Door Lock Control  
Door Phones  
DP/DTMF Mode Change  
Dual Color LEDs  
Exclusive Hold  
Executive Override (Break-In)  
Executive Override Blocking  
Flash Button (CTX/PBX Transfer or CO  
    Dial Tone Recall)  
Handsfree Answerback Intercom  
Headset Interface (Optional)  
Hearing Aid Compatible  
Loud Ringing Bell (Optional)  
Message Waiting Indication  
Microphone Control Button  
Modular Handset and Line Cord  
Off-Hook Call Announce  
    Handset  
    Speaker (Optional)  
On-Hook Dialing  
Pooled Line Buttons  
Privacy Override  
Private CO Lines  
Push-Button Dialing  
Remote Retrieval of Held Calls  
Repeat Last Number Dialed  
Ringing Line Preference  
Saved Number Redial  
Station Speed Dial  
    (40 Numbers Per Station)  
Toll Restriction Override Revision  
User Programmable Feature Buttons  
Volume Control  
    Busy Override Tone  
    Handset  
    Handsfree/Speakerphone  
    Ringing

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## Data Features\*

Computer Telephony Integration (CTI)  
    TAPI Compliant  
Data Security Groups  
Data Switching  
Keyboard Dialing (Voice or Data Calls)  
Modem Pooling  
PC-to-PC Connection  
Printer Sharing  
Simultaneous Voice and Data



\*Note: Some feature implementation may require auxiliary equipment.

## Backed By A Proven Telecommunications Leader —

Toshiba's legendary engineering expertise is at the heart of Strata DK systems. Battery backup, Voice over IP and other revolutionary engineering features keep your system operating reliably—a must for the ongoing success of your business.

# Toshiba

Today, choosing the right communication system for your company is more challenging than ever. Since the success of all your communications depends on the reliability of your system, it's crucial to choose a manufacturer with a proven history of serving the ever-changing telecommunications needs of businesses. Toshiba is that manufacturer.

Strata DK systems reflect our commitment to designing and manufacturing telecommunication systems that will help our customers be successful today and for many years to come. That's why for over 100 years, businesses have trusted Toshiba, a worldwide leader in business telecommunication systems.

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### Quality and reliability you can depend on

Like all Toshiba telecommunication products, the Strata DK is designed to provide exceptional quality, reliability and value. Toshiba engineering innovations like compact component design, circuitry that minimizes power requirements, and power-surge safeguards make Strata DK more reliable than similar-sized systems, assuring top performance day in and day out.

All of which is why the Strata DK is the smart choice for unifying all your communications, streamlining your operations and saving cost.

### Toshiba America Information Systems, Inc., Telecommunication Systems Division

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