



## **SURVEILLIX® SUCCESS STORY: Sierra Tel® Business Systems Uses KLR-4-240 To Sell Toshiba DVRs – and Protect Their Facility**



Sierra Tel Business Systems, a division of Sierra Tel Communications Group, Inc., is in the unique position to both use and sell Toshiba DVRs.

Based in Oakhurst, California with additional offices in Fresno and Mariposa, Sierra Tel Business Systems has for 25 years delivered telephony, video, access control, security systems, cabling and networking solutions to a diverse customer base that has awarded Sierra Tel with a reputation for cutting-edge high technology, attentive service and creativity.

In an aggressive move to give itself a competitive edge in the local market, Sierra Tel recently installed a Toshiba KLR-4-240 digital video recorder as its in-house demonstration unit. That way, customers can view a demo at the time most convenient to them, rather than when a unit became available through a manufacturer's rep.

"Having the Toshiba DVR in-house has proven to be a great selling tool," notes Paul Chrisman, CPP, Video

**"OUR CUSTOMERS ARE VERY IMPRESSED WITH THE TOSHIBA DVR'S IMAGE QUALITY, PREVIEW SEARCH FUNCTIONS AND REMOTE WEB MONITORING," SAYS PAUL CHRISMAN, CPP, SIERRA TEL BUSINESS SYSTEMS**

Surveillance Specialist, Sierra Tel Business Systems. "Customers see that we use the DVR to protect our own facility. That is a powerful endorsement. Moreover, because we're so familiar with the operational details of the Toshiba DVR we find it easier to answer the questions that customers pose to us before and after the purchase."

According to Chrisman, SierraTel has four video cameras connected to the Toshiba DVR, the most recent being a Toshiba IK-64WDA that monitors the company's entrance doors and lobby. In demonstrating the DVR, Chrisman will often focus in on the camera watching the SierraTel parking lot. Pointing out to customers empty spots he asks them how they would ascertain what was the last car to park in a certain empty spot.

"If they're still using analog tapes they admit it could take them hours rewinding and fast-forwarding the VCR tape. I then show them the Toshiba DVR's preview search, locating the last car in any given spot in 15 seconds or less. It simply blows people away."

Another feature that has impressed customers is the DVR's remote monitoring that allows users to remotely view their recorded video on a user name, password-protected Internet website using just a standard browser. This capability has been utilized in some rather unique ways. For instance, a local business providing long-term dog tending requested that Sierra Tel devise a way to give its clients web-based video access of their dogs while they were traveling. The Toshiba DVR easily met these performance specifications plus added a security feature that assured that only the dog's owners could look at their beloved pup while online. Even humble hounds need their privacy.

An optional feature of the Toshiba DVR is a 4-channel programmable analog output. It's has been a big hit with the network administrators that work with Sierra Tel, says Chrisman.



Sierra Tel's Toshiba KLR-4-240 DVR set up

"The analog output enables the IT person to route video off their network if it's not a crucial security matter. For example, we've had car dealers who use one of their cameras solely to monitor the presence of new customers on the lot. That video was routed to a single monitor that the sales team could view using the analog output - much to the relief of the network administrator."

Sierra Tel stores its own DVR in a beautiful wood cabinet hidden behind handcrafted doors. Two small holes were cut out in the cabinet's back for whisper cooling fans and back-up power supplies.

"Customers that are not familiar with DVRs often expect a room full of servers when they come in for a demo," says Chrisman. "Instead

they see only the cabinet, a large flatscreen LCD and a mouse. They are equally surprised to see how compact the Toshiba DVR form factor is and how easily it stores."

Thankfully, Sierra Tel hasn't had to find out firsthand how the Toshiba DVR would perform in the event of a theft or emergency at its facility. Not that it hasn't come in handy

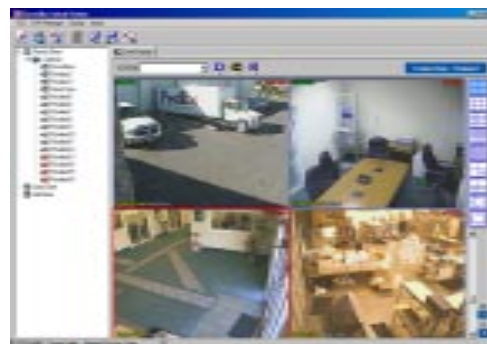
"A week ago, one of our customer service representatives came into the office to find a stack of phones on his desk. He had no idea who they belonged to or why they were there. Rather than spend a half hour on the phone calling our entire sales staff, he simply previewed the video recording of his area and the mystery was solved in about 15 seconds," says Chrisman.

Chrisman and his staff are familiar with competitive products, yet that has not stopped them from recommending Toshiba.

"I have not seen another DVR that can match the Toshiba in stability. The Microsoft® Windows® 2000 platform truly redefines stability. Plus, our customers find the Toshiba DVR exceptionally easy to use, especially the graphic and preview search features. The built-in burner also gets rave reviews."

Because Sierra Tel serves a diverse customer base it expects its suppliers to offer an equally varied product line. So its sales staff appreciates that Toshiba DVRs feature anywhere from 4 to 32 channels allowing them to meet the needs of enterprise-class customers as well as smaller, more price-sensitive buyers. For example, rather than submitting a bid with two 16 channel DVRs, Sierra Tel can offer a single, less expensive 32. Conversely, if a customer needs only four channels Sierra Tel does not have only an eight channel to bid.

Sierra Tel Business Systems is located at 264 W. Fallbrook Ave., Suite 101 Fresno, CA 93711. Phone 559.248.1800.

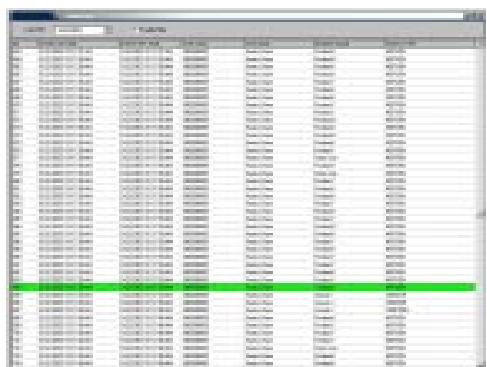


### TOSHIBA'S SCS (SURVEILLIX CENTRAL STATION) SOFTWARE

is a powerful tool in video monitoring. User based controls allow you to monitor video and alarms, access and export recorded video and perform maintenance on any Surveillix DVR connected. Create and customize Live Views that pull video from several DVRs. View up to 36 cameras per monitor and view hundreds of cameras simultaneously using multiple monitors.



**SEARCH** Playback video from numerous DVRs in one window. You can export video to AVI, JPG or the Surveillix proprietary format. Use advanced search features, such as the preview search to quickly find what you are looking for.



**ALARM LOG** Monitor alarm events as they happen. The Alarm Log gives detailed information about the alarms that have been activated on each DVR. You can instantly jump from to the video associated to the the Alarm by simply double clicking on it.