

IWATSU
TELECOMMUNICATIONS PRODUCTS

PROVEN SOLUTIONS

Omegatrek: One Smart Communications Solution

Creativity has no boundaries – and nobody knows that better than Smart Design. A prestigious product design firm with locations in New York and San Francisco, Smart Design is credited with designing innovative products for such industry leaders as OXO, Estée Lauder, Johnson & Johnson and Hewlett Packard.

With an open loft workspace, Smart Design designers constantly move about the floor exchanging creative ideas in a very free-moving environment. As they are away from their desks more than 50% of the workday, designers needed a way to directly manage communications from anywhere in the building.

A long-time Iwatsu customer, Smart Design quickly found their solution with Iwatsu's Omegatrek Wireless Communications System for ADIX APS. To increase workplace productivity, Telspan International upgraded Smart Design from their ZT-D system to the ADIX APS system to enable them with the wireless capabilities necessary to meet daily communications demands. "We decided that the ADIX APS was the platform that would deliver the true wireless functionality that Smart Design needed," says Frank Ferrall, President, Telspan.

Unique to Omegatrek is the wireless handset, which allows users to access many of the same ADIX APS features as a wired digital desktop telephone from anywhere in the facility. With wireless capabilities, designers can enhance flexibility, productivity and mobility anytime, anywhere.

Since the Omegatrek system installation, all designers are equipped with wireless handsets, and can be anywhere their schedules require without interrupting productivity to access communications at their desks. Using a DID number, clients can dial directly into a designer's wireless handset, avoiding holds, transfers and distracting overhead paging.

And even if designers are too busy to take a call, the message notification feature and ability to access voice mail from their handsets allows them to quickly return calls. The conferencing feature is also helpful as designers can hold important conference calls from their handsets when all other conference rooms are occupied.

With the Omegatrek wireless solution, Smart Design designers are enabled with the freedom and flexibility necessary to maximize productivity in developing creative, original designs.