

**CASE STUDY** THE LOS ANGELES COUNTY ARBORETUM & BOTANIC GARDEN

## Panasonic Phone System Enables Simplified Communications to Take Root at Los Angeles County Arboretum & Botanic Garden.

### The Challenge

The Los Angeles Arboretum & Botanic Garden was looking to upgrade its existing telephone system to one that was current, easy to use and flexible. With their existing equipment, changing auto attendant or voice mail settings meant filing a formal request with a third party—a cumbersome process that could take up to a month for implementation.



### The Solution

In early 2011, The Los Angeles Arboretum Foundation issued a proposal request for a new phone system. Of the six companies who submitted bids, Panasonic emerged as the Foundation's top choice.

The Foundation hired Datafone Communications to install the Panasonic KX-TDE200 system,

a converged IP-PBX system that supports up to 256 total extensions and 128 CO lines, and the KX-TVA200 voice processing system with 12 ports. Datafone additionally installed a series of Panasonic digital telephones including one KX-DT343, nine KX-DT333s and thirty-four KX-DT321s totaling forty-four extensions throughout the six on-site buildings. The system was installed alongside the existing telephone system in the Arboretum's conference facility storage room, where temperatures were known to reach up to 100° F. Unlike competing vendors who stipulated air conditioning be part of

the solution, Panasonic was confident that its system could withstand the heat. Additionally, other systems required new cabling—a costly proposition, especially for nonprofits like the Foundation. The Panasonic phone system used existing cabling and worked alongside the existing system.



Kallum Garden



### Customer Information

Occupying the heart of the historic Rancho Santa Anita, The Los Angeles County Arboretum & Botanic Garden is a unique 127 acre botanical garden and historical site jointly operated by the Los Angeles Arboretum Foundation and the Los Angeles County Department of Parks and Recreation and located in the city of Arcadia. Home to plant collections from all over the world, including many rare and endangered species, The Arboretum also houses outdoor historical landmarks representative of the major phases of California history.

Their mission is to cultivate natural, horticultural and historic resources for learning, enjoyment and inspiration. They strive to reflect Southern California's distinct climate, community and openness to new ideas. The Los Angeles County Arboretum & Botanic Garden is a rich historical site that includes Native American, Rancho Period, and late 19th century treasures. In addition to concerts and tours, they offer activities and events that cater to every audience.



"It was very important to us to have a hybrid system that integrated our existing analog and T1 lines. The Panasonic system met that requirement and was very easy to install," said Arboretum CEO Assistant, Robin Sease.

The Panasonic phone system was flexible enough to integrate into

different departments and let employees add features as needed. Additionally, the voice mail to email feature makes message retrieval and playback easier and more convenient for traveling or remote workers.

Because Panasonic systems are flexible and easy to install, Datafone made the switch to the new phones during normal business hours—a process that took

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—Robin Sease, Arboretum CEO Assistant

less than an hour. The Arboretum was immediately empowered with the ability to make on-the-fly changes to their auto attendant and voice mail systems.

"I've never seen a customer as happy as they are," said Kevin Kinsey, President of Datafone Communications. "Previously, callers would only get the auto attendant and not a person. Now, with the Panasonic system, a live person usually answers the call and if the staff is unable to answer, it goes to voice mail."



Mayburg Falls

"We are very excited that we can now provide our guests with a quality call experience and that they can actually reach us. We receive many daily incoming calls and because the Panasonic phone system is so user friendly, transferring calls to other extensions is easy," said Sease.



Queen Anne Grounds

