



# CHESAPEAKE TELEPHONE SYSTEMS

customer experience

*“We appreciate Chesapeake’s great service, and we are really happy with the way they used wireless technology to connect our marina and club with our business office and sailing schools across Spa Creek...”*

—**Tracie Parkinson**  
Controller  
Annapolis Yacht Club



## ANNAPOLIS YACHT CLUB

### Welcome aboard...

Starting out as a canoe club in 1883, the Annapolis Yacht Club has a prestigious history. Today the 1,500-member organization supports an impressive social calendar and world-class racing – hosting international championships every year. The club also conducts sailing programs to develop its young members. When it comes to business communication solutions, however, the club turns to its technology partner of three years, Chesapeake Telephone Systems.

### Adrift with outdated communications

Communication between the business office, sailing centers, and the club house was separated by Spa Creek in Annapolis. This required staff to dial a local call through the telephone company whenever they needed to talk across the harbor – racking up extra usage costs. Outdated phone systems on both sides of the creek were further limiting the club’s ability to serve its members, motivating the club to look for better ways to communicate. Several ideas on ways to connect the locations across Spa Creek ran aground, including an under-bridge fiber link, until Chesapeake’s experts designed an innovative solution to connect the club’s waterside campus.

### Charting a new course

First, Chesapeake updated the old phone equipment on both sides of the creek to IP-enabled Toshiba CIX100s so the club could retain its existing investment in Toshiba digital phones. To link the locations across Spa Creek, Chesapeake set up tower-mounted 802.11g wireless bridges. Now Wireless IP handles both data and voice calls and supports 4-digit dialing between all of the offices. A centralized attendant with Unified Messaging and voice mail was added. Now everyone can access all of their messages via their inboxes. Chesapeake also added integrated paging for convenient broadcasts through the speaker phones.

### Smooth sailing ahead

Chesapeake’s proven expertise and technical creativity helped the Annapolis Yacht Club anchor its future with a reliable, flexible communications solution that has improved member service and staff communication. With Chesapeake helping the club to navigate changing technology, it is assured of smooth sailing ahead.

## At-a-Glance

### Customer

- Social club / Sports / Recreation
- Multi-location campus

### Solutions

- Toshiba CIX100 phone systems
- 30+ digital phones
- 3Com 802.11g wireless bridges
- Four digit dialing plan
- Centralized Attendant & Voicemail
- Unified messaging
- Paging through speaker phones
- Web-based management

### Key Benefits

- Improved staff communication
- Usage charge elimination
- Re-use of existing phones
- Easier administration
- Chesapeake’s local support

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