



WORLD REKNOWN RESTAURANT SELECTS THE VERY BEST VENDOR to provide a VoIP network that would link its operations together. CSM and Tadiran were on the menu.

Bern's Steak House is a steak restaurant in Tampa, Florida, founded in 1956. It has two sister establishments, Side Bern's and Bern's Fine Wine & Spirits. In 1996, the Wine Spectator rated Bern's in a tie for the best steak house in the United States.

Over the years, many celebrities and dignitaries have enjoyed the fine cuisine at this notable landmark. For example, George W. Bush has eaten at Bern's twice during his presidency.

Bern's Steak House is famous for not only its food, much of which is organic and grown especially for Bern's, but also for its massive wine list. Bern's has the largest wine list of any restaurant in the world. Diners can take a tour of the wine cellar as well as the kitchen after their meal. The *Harry Waugh Dessert Room* is Bern's private dessert room that is almost as legendary as the restaurant itself.

TIME FOR A CHANGE

In 2006, Bern's had three aging key systems that were literally falling apart after years of extensive use that is common in a busy restaurant. David Laxer, Bern's son and current owner of the establishment, decided it was time to update the technology and connect all three locations together with a wide area network. One of the immediate challenges he faced was finding a solution supplied by a vendor that would match the quality and excellence required.

Challenge:

Bern's has been a landmark location in the Tampa Bay Area for decades and, while its three facilities are seasoned properties, they needed to be networked together to increase efficiency and service levels.

Solution:

Bern's decided to investigate a VoIP solution to meet its needs. It chose CSM which provided them with an end-to-end system, including Flexsets and the uCMC voice mail platform.

Benefits:

- The restaurant saves money and increases efficiency due to the enhancements derived from the distributed Tadiran network that provides total connectivity.
- Customer service is enhanced significantly with the enterprise grade feature set which enables operators to handle calls efficiently and quickly from anywhere in the network.

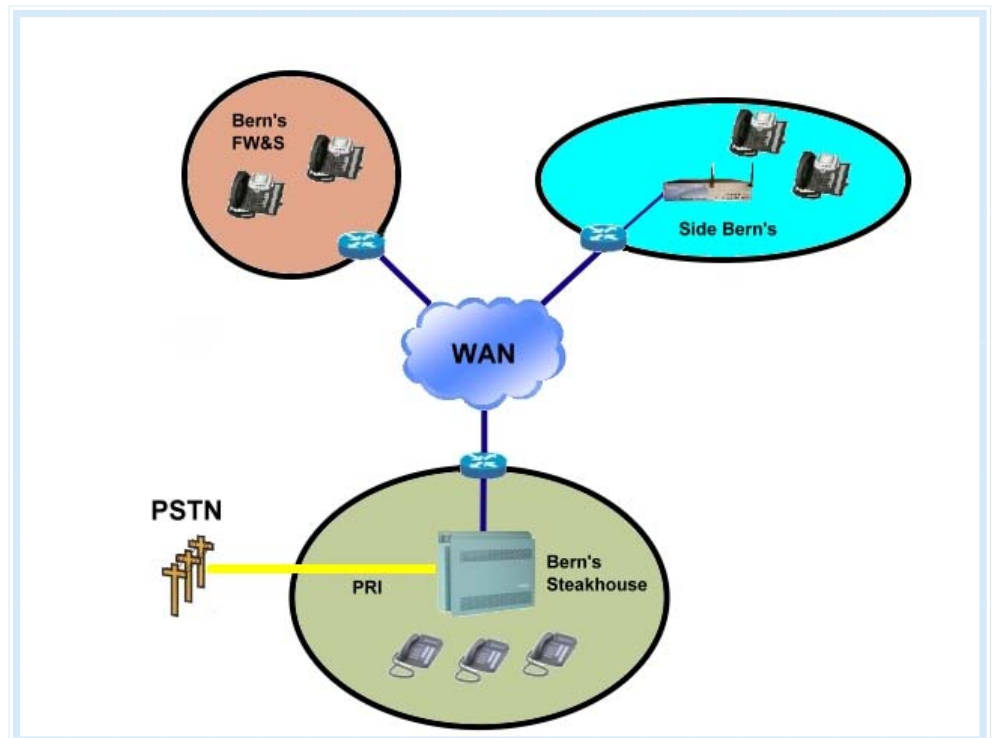
THE RIGHT MENU SELECTION

After looking at a broad range of telephony “menu items”, Bern’s selected the Tadiran IP Office system because of its excellent reputation for reliability, scalability and feature rich functionality, or more simply stated, for “excellence”. The main system was installed at the Bern’s Steakhouse location. The Coral Message Center that provides voice mail and the Coral View Designer software for the management of the entire enterprise were located there as well. An IP Office system was installed at Side Bern’s location and a group of IP Flexsets at the Bern’s Fine Wines and Spirits location rounded out the network deployment.

The implementation was smooth and the benefits of VoIP networking were realized immediately.

“CSM delivered exactly what we expected to get out of a VoIP system - powerful features, full system control, reliable operation and ease of use.”

- David Laxer
President
Bern’s Steakhouse, Inc.



One of the major benefits of the Tadiran VoIP network is the enabling the users with key information and control, allowing them to provide a significantly higher level of personalized attention to callers. With the complete company at their fingertips as well as knowledge about the calling and called party, operators can transfer to extensions, cell phones or even home phones instantly.