



## **LEVERAGING COMMUNICATIONS TECHNOLOGIES TO IMPROVE SALES AND BUSINESS EFFICIENCY, WHILE REDUCING COSTS**

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SMB's (Small and Mid Size Businesses with 5 to 500 employees) have certain specific communications feature requirements that are needed in order to support growth, success, and customer satisfaction. They require a business communications system with a strong set of features that apply to their specific business needs.

However, the current communications market, with all of its technologies, has become overwhelming to the business consumer. What was once a simple concept- the quality transport of voice communications- is now being driven by extensive telephone system feature lists rather than customer needs or business issues that can be solved by the use and application of the latest technologies.

The SMB generally does not have technical staff to dedicate to telephone system research and selection, nor do they have the capital equipment budget or experience necessary to install, maintain, and upgrade the latest communications technology.

### **WHAT ARE THE TYPICAL ISSUES FACING THE SMB TODAY?**

- **Telephone Expenses are High-** Long Distance charges, yearly maintenance fees, system repairs and update costs, and moves adds and changes (MAC).
- **Service and Support Is Not Adequate-** Managing your telephone system, complaints, and issues is time consuming. Your telephone system provider, and service provider, are slow to respond to problems. Lack of in-house technical staff or expertise to dedicate to telephone system maintenance.
- **System Features and Capacity is Lacking-** Your Company has outgrown your telephone system. Adding capacity and features to your system is expensive and will tie up capital.
- **Moving to New Offices-** Your company is moving, expanding, or adding new locations, and would like to have one uniform communications solution and feature set.
- **Multiple Site and Mobility Coverage is Needed-** You have multiple office locations and want "One seamless system and dial plan" **to improve communications between your customers, employees, and Mobile Workers.**
- **Quality and Reliability Problems-** Voice quality, missed and dropped calls, busy signals, and service interruptions and outages, resulting in customer dissatisfaction.

## WHAT TECHNOLOGIES ARE AVAILABLE IN TODAY'S BUSINESS TELEPHONE SYSTEMS?

**Traditional Premise Based Systems-** basically 25 year old PBX and Key System technology and equipment. These systems are generally purchased or leased by the customer, reside on the customer premise, and connect to a "Telco", such as Verizon, using either analog telephone lines, or T1, for the transport of voice calls over the PSTN(Public Switched Telephone Network). Three companies are usually involved- the equipment manufacturer, the equipment installer, and the service provider(i.e.: Verizon).

### VOIP Technology and Systems

VOIP technology, or IP Telephony, has been around for over 10 years. It is essentially a method of converting voice from analog to digital, and transporting it over IP based Networks, typically using the "SIP" protocol.

VOIP is rapidly becoming the technology of choice for new and replacement telephone systems and services to businesses today. It is available from hundreds of companies in both a "Premise Based" as well as "Hosted" system.

The most well known form of VOIP is "Hosted VOIP" being delivered by companies such as Skype, Vonage, and Packet 8, typically over the Public Internet, on converged, unmanaged voice and data networks.

Generally speaking, the advantages of VOIP are:

- Generally provides lower and more predictable telephone costs.
- Allows remote access for telecommuters and mobile workers
- Provides find me/ follow me services
- Costs for Moves, Adds and Changes are reduced

**Premise Based VOIP Systems-** State of the art PBX and Key System technology. These systems are generally purchased or leased by the customer, reside on the customer premise, and connect to a "SIP Provider" such as Speakeasy or Megapath, for the transport of voice calls over a broadband connection to the provider's network, and on to the PSTN. Typically four companies are involved- the equipment manufacturer, the equipment installer, the broadband provider, and the SIP service provider(i.e.: Speakeasy).

**Hosted VOIP Systems-** State of the art equipment located in a central location somewhere in the U.S., that provides a subset of PBX and Key System features and route calls over the Public Internet through a broadband connection to telephones at the customer site. These systems are "shared" among thousands of users. Typically three companies are involved- the local equipment installer, the broadband provider, and the Hosted VOIP Service Provider.

**Managed (VOIP) Business Telephone Systems-** A new paradigm of state of the art full featured PBX and Key System technology located at the customer's premise. These systems connect over a fully managed and dedicated voice only broadband connection to the provider's network. Special purpose built monitoring and diagnostic equipment pro-actively monitors every call end to end- around the clock. **One company** provides the complete service- equipment, telephone service, and support, eliminating issues and finger pointing.

## **WHAT IS A MANAGED, OR OUTSOURCED BUSINESS TELEPHONE SERVICE?**

Managed Business Telephone Service, or MBTS, is a new telecommunications service that has evolved out of three different technologies available today- Premise Based IP-PBX, Hosted VOIP, and "Managed Services" or "Software as a Service". Managed Services from companies such as NetSuite and Salesforce.com are enjoying widespread success in the SMB Market today

MBTS combines Managed Telephony Service, Unified Communications, and Premise Based Voice Over IP (VOIP) to provide a Business Class Solution that has the following features:

- **Fully managed turnkey premise based telephone system and service**
- **Single supplier- all-inclusive of equipment, telephone service, and support**
- **Provides all inclusive, flat rate, fixed monthly cost**
- **End-to-end around the clock quality monitoring and management**
- **Includes advanced Enterprise PBX/Key System Features**
- **Unifies and converges business communications**
- **Connects multiple sites, remote workers, and mobile workers**
- **Provides disaster recovery with redundant backup systems**

MBTS is a fully managed, business class, full featured telephone service. It is a premise-based, all-inclusive system that provides a flat rate, fixed monthly cost for equipment, installation, unlimited calling, maintenance, warranty, and support—thereby eliminating the cost and overhead associated with equipment ownership.

With MBTS, the telephony and communications applications are running on special purpose built equipment **at the customer premise**. The system uses Advanced Digital technology to transport calls telephone calls over a fully managed and dedicated high speed network, unlike traditional VOIP.

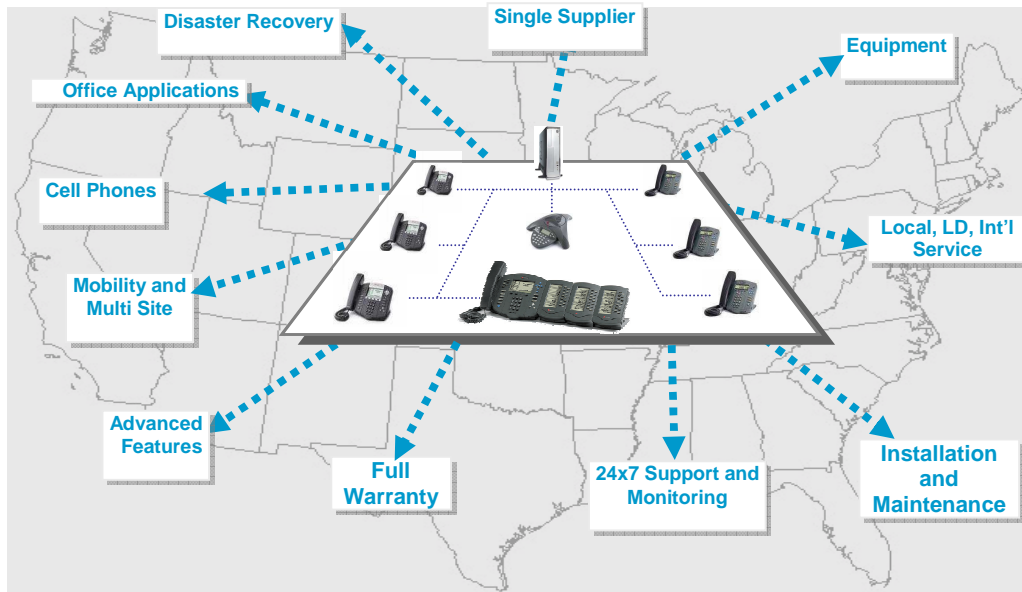
The entire system- from the service provider's equipment to the telephone handset, is managed and monitored around-the-clock for reliability as well as voice and call quality.

The MTBS System provides full PBX and Key System functionality equivalent to large scale Enterprise Telephone Systems. Auto Attendant, Voice Mail, personal voice and fax messaging, audio and web conferencing, and find-me/follow-me call routing.

The system also seamlessly connects multiple locations, remote offices, and mobile workers into a unified system

The benefits to the SMB are significant- they hand off complete responsibility for their communications system to one service provider, who is ultimately responsible for managing the complete telephone system and Quality of Experience. One stop shopping and accountability for all of a businesses communications needs!

# Managed Business Communications Delivered



## WHAT ARE THE ADVANTAGES OF MBTS OVER PREMISE BASED VOIP AND HOSTED VOIP?

Unlike traditional, premise based, or hosted VOIP systems, the MBTS Service Provider provides end to end turnkey management of the entire telephone system and service around the clock. MTBS provides:

- Feature-Rich PBX and Key System Functionality
- Reduces telephone costs- by as much as 50%
- Single supplier for all of your telecom needs
- Fully Managed Equipment, Service, and Support
- End-To-End Monitoring and Diagnostics, 24x7x365
- Separate, Managed, Voice Only Network(unlike Hosted VOIP)
- Centralized system for businesses with multiple locations
- Seamlessly connects Multiple Sites and Branch Offices
- Allows remote access for telecommuters and mobile workers
- Provides find me/ follow me services
- Costs for Moves, Adds and Changes are reduced
- Disaster Recovery with Redundant Systems
- Pay As You Go- for features as you need them
- Pay As You Grow- for additional seats as your company grows

## HOW CAN BUSINESSES LEVERAGE MBTS TECHNOLOGY TO INCREASE SALES, IMPROVE BUSINESS EFFICIENCIES, AND REDUCE COSTS?

- **Increase Sales**

- \* **Improve Customer Contact-** communicate with your customers from anywhere, with Unified Messaging, Advanced Call Routing, Find-Me/ Follow-Me, and Multi-Site/ Mobile Worker Support

- \* **Ensure Reliable Communications-** around the clock call monitoring, and built in Reliability and Disaster Recovery- with alternate call routing and backup systems

- **Improve Business Efficiencies**

- \* **Consolidate Services and Simplify Administration-** One Vendor Provides Full Telephone System Management, Maintenance, and Monitoring

- \* **Eliminates Equipment Obsolescence-** Technology and Feature Upgrades are included

- **Reduce Costs**

- \* **Reduce Office Expense by Encouraging Telecommuting-** seamlessly connects remote offices and mobile workers into a unified system

- \* **Reduce Travel Expenses by Increasing Collaboration-** using integrated Audio and Web Conferencing

- \* **Lower Monthly Expense-** with flat rate, fixed, all inclusive pricing

## WHAT ARE THE IMPORTANT CRITERIA IN SELECTING A NEW BUSINESS TELEPHONE SYSTEM AND SERVICE PROVIDER?

The business owner needs to consider his current and future requirements when planning a telephone system upgrade. He should look for a telephone system **and** vendor that can provide the following minimum features:

- ✓ **Reduces Communications Costs-** with flat rate, fixed, all inclusive pricing for equipment, broadband connection, installation, training, monitoring, maintenance, updates, warranty, and support
- ✓ **Single Vendor Provides Full Telephone System Management-** with an all-inclusive turnkey service offering that includes around the clock maintenance and monitoring
- ✓ **System Scalability and Technology Advances-** grow your business 1 seat at a time while preventing obsolescence
- ✓ **Provides Advanced Features That Enhance Your Business-** PBX and Key System functionality, Auto Attendant, Unified Messaging, Conferencing, and Fax
- ✓ **Ensures reliable communications with your customers-** multi site and mobile worker support *seamlessly connects* remote offices and mobile workers into a unified telephone system
- ✓ **Guarantees Voice and Call Quality-** with around the clock call monitoring and a managed voice only network
- ✓ **Provides Reliability and Disaster Recovery-** with alternate call routing and backup systems

## **SUMMARY**

Communications technology is rapidly changing, and IP based voice communications is becoming the new standard.

Managed Business Telephone Systems give the business owner access to the latest communications technology to help reduce costs and improve their business, without the large up front cost for equipment and the need to dedicate and train internal staff.

The business owner can outsource their entire communications system from one service provider, who is responsible for managing the complete telephone system and Quality of Experience.

Managed Business Telephone Systems combine the best features of Hosted VOIP and a premise based IP PBX into a system that truly provides a hands-off approach to communications. One stop shopping and accountability for all of a businesses communications needs!

*Tom Cerabona is President and CEO of Kinetech Voice Technologies. Tom is a 25 year Telecommunications Industry Veteran who has pioneered the widespread deployment of business telephone and voice processing products for AT&T and other companies.*

*The company specializes in providing Managed Telephone and Unified Communications Systems throughout the greater New York area. Their unique all inclusive fully managed telephone systems are designed specifically to meet the needs of Small and Mid Size businesses by reducing costs and improving communications and reliability. Tom can be reached at tomc@kinetechvoice.com, [www.kinetechvoice.com](http://www.kinetechvoice.com)*