

LOUD & CLEAR

IP Telephony / Unified Communications Solutions for All Industries

GAME
OF
PHONES

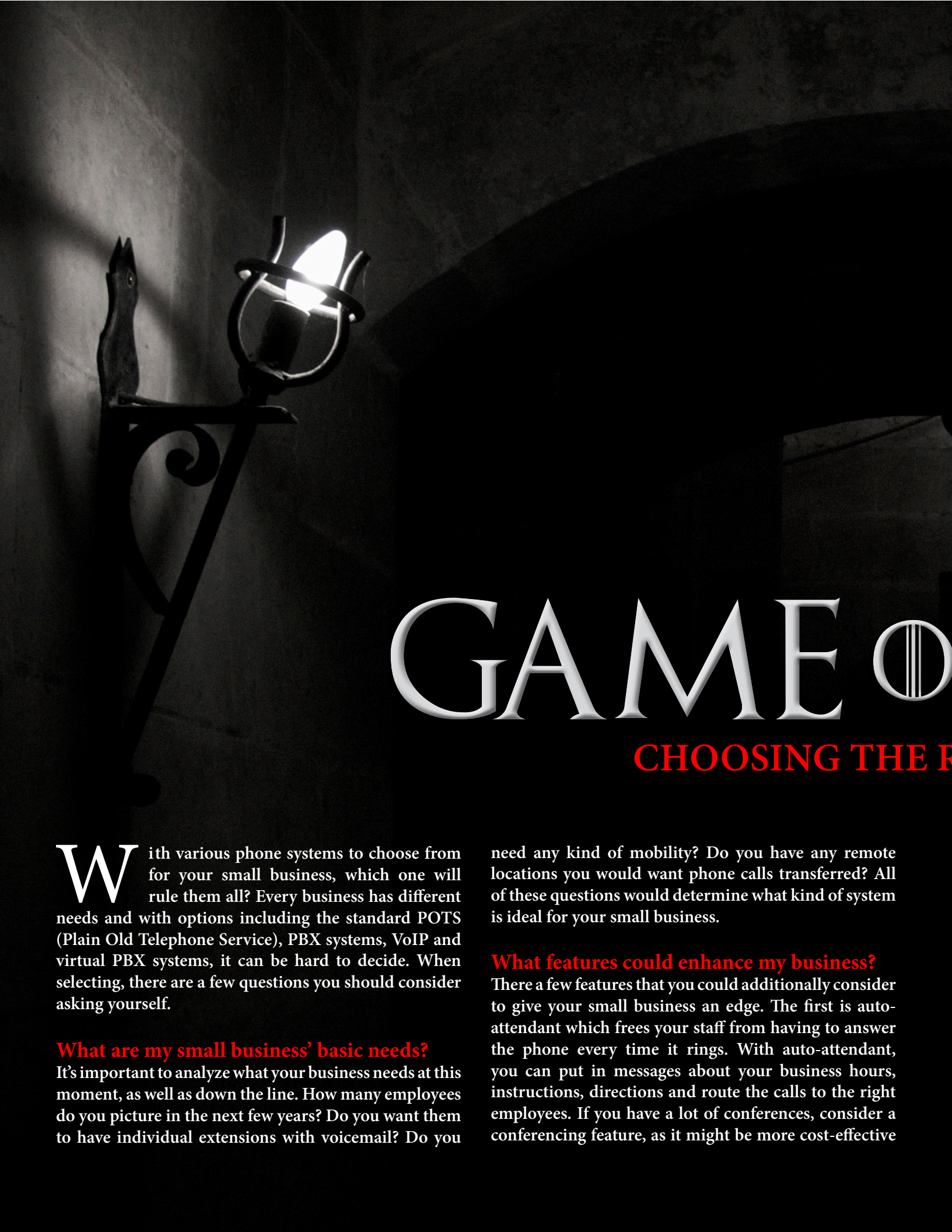
Mobile Data
Traffic Jam

Lights...
Cameras...
Videoconference

SMB's
Luck Out

Converged Communication Systems (CCS), an IP Telephony / Unified Communications provider and BBB Accredited Business, has been delivering best-in-class solutions for its clients for over a decade. CCS has been recognized as a Channel Partners 360° Award winner, listed on the CRN Fast Growth 150 and named to Inc. 500|5000's list of fastest growing companies in America for the second year in a row. CCS offers a portfolio of cloud and premise solutions including IP telephony (VoIP/SIP), network services (MPLS/Fiber), collaboration/video, mobility, call centers, and more. Our team of IT experts works collaboratively leveraging our unparalleled \$2.5 Million Network Operations Center to provide world class service.



A dark, atmospheric photograph of a hallway. On the left wall, there is a lit sconce with a glowing light bulb. The hallway leads into a dark doorway on the right. The overall mood is mysterious and dramatic.

GAME ○

CHOOSING THE R

With various phone systems to choose from for your small business, which one will rule them all? Every business has different needs and with options including the standard POTS (Plain Old Telephone Service), PBX systems, VoIP and virtual PBX systems, it can be hard to decide. When selecting, there are a few questions you should consider asking yourself.


What are my small business' basic needs?

It's important to analyze what your business needs at this moment, as well as down the line. How many employees do you picture in the next few years? Do you want them to have individual extensions with voicemail? Do you

need any kind of mobility? Do you have any remote locations you would want phone calls transferred? All of these questions would determine what kind of system is ideal for your small business.

What features could enhance my business?

There are a few features that you could additionally consider to give your small business an edge. The first is auto-attendant which frees your staff from having to answer the phone every time it rings. With auto-attendant, you can put in messages about your business hours, instructions, directions and route the calls to the right employees. If you have a lot of conferences, consider a conferencing feature, as it might be more cost-effective

A dark, atmospheric photograph of a hallway. A single glowing sconce is mounted on the wall, casting a warm light. The hallway recedes into the distance, creating a sense of depth and mystery. The overall mood is somber and focused.

OF PHONES

RIGHT PHONE SYSTEM

than using a third-party service. Another feature would be call hunt. When an employee doesn't answer the phone, instead of going to voicemail, the call will be transferred to another person.

What type of service do I want?

Now that you've examined what you want in system, you'll have to decide which type is right for you. VoIP (Voice over Internet Protocol) is perfect for small-office environments that need a few phone lines and basic voicemail features. For VoIP, you do need to make sure that you have enough computer network bandwidth and the right equipment to ensure the best call quality. PBX (Private branch eXchange) systems have the features

to route calls between employees and to outside lines. While PBX can give your small office a sophisticated system, it could be unnecessary for a business with only a few employees. A virtual PBX gives you the auto-attendant features of a PBX, but on top of an existing mobile, land or VoIP phone lines. For more information on each system and how to decide which one is right for you, contact a sales representative at 877-598-3999.

Am I looking to expand in the future?

When deciding on a system, be aware of the expandability options. You'll want to know that when your small business continues to grow, your phone system will be able to expand with it.

By 2018, mobile data in the U.S. will increase by nearly eight times. According to a forecast by Cisco Systems, Americans will download and upload more data on their smartphones in 2018 than they did on their laptops in 2013. This prediction poses questions about the U.S. spectrum policy.

The demand for Internet-connected devices will also shoot upwards and Americans will continue to lead the rest of the world as earlier and faster adapters to new smart devices and networks. The U.S. will also see an increase in machine-to-machine communications, such as smart anti-theft sensors and remotely operated thermostats. Cisco also forecasts some 271 million connections between gadgets and the Internet by 2018, partly due to the predicted boom of wearable devices like smart watches.

All of this contributes to the calculation that the U.S. mobile data traffic will reach 2.7 exabytes a month. To put that in perspective, the average exabytes crossing U.S. networks in 2013 was less than .5 per month. These findings have contributed to the industry concerns that the demand for data will exceed networks' capacity, causing connection speeds to slow.

While some argue that technological advancements will prevent any crisis, wireless companies say they need more airwaves. The Federal Communications Commission (FCC) is already working to reorganize airwave ownership. This includes efforts to free government-controlled frequencies and redistribute them for use by private companies and consumers.

"We're going to need more than just technological improvements to satisfy those demand curves. We're going to need more spectrum," Mary Brown, Cisco's director of government affairs, said. "If we don't add more spectrum in the long term, what it means for cellular networks is congestion, particularly in the peak hours and particularly in urban areas."

Cisco also projected that by 2018, U.S. carriers will rely on WiFi connections to automatically divert data traffic, an estimated two-thirds of it. Brown explained that "even as networks get more and more powerful, they're certainly continuing to add to the amount of traffic that's traveling over both cellular and WiFi networks."

TRAFFIC JAM

Mobile Data Predicted to Skyrocket by 2018





As Luck Me

Avaya recently announced that it's bringing its IP Office Contact Center to mid-sized businesses. This new feature will give the lucky SMBs an affordable, multichannel contact center function. The IP Office Contact Center will support 5-100 contact center agents and will improve both customer experiences and agent efficiency.

The new function is built on top of the Avaya IP Office software platform in order to provide clients with a comprehensive solution from a single source. It will bring Avaya's expertise in customer experience management to mid-sized businesses in a solution that's simple and user friendly.

The benefit of a contact center to any business is to allow customers to easily access information and resources. Customers prefer low-effort but effective service experiences through the channel of their choosing.

Up until now, most midmarket companies haven't had the budgets or IT resources to find a contact center solution that fit their needs, had a low risk-integration and was easy to manage.

For more information on Avaya's IP Office C



ay Have IP

“Contact center capabilities are highly beneficial for building and maintaining customer relationships,” Mark Monday, VP and general manager of Collaboration Platforms said. “Until now, however, complexity and cost put these capabilities out of the reach of many small and midsize businesses.”

Avaya IP Office Contact Center gives mid-sized businesses the ability to simply and effectively manage multichannel customer interactions. It has support for inbound and outbound contact in voice, email and chat. It also includes call recording for every agent, a superior agent interface to quickly access customer information, competitive pricing, flexible deployment options and IP Office Software support.

“Avaya IP Office Contact Center enables us to offer new and existing IP Office customers a comprehensive feature set at an affordable price,” Craig Allan, COO of Mountain West Telecom, said. “With just a few part numbers it is simple to configure and installs quickly and easily. Now our customers are able to serve their customers – faster, efficiently and affordably.”

Contact Center, contact CCS at 877-598-3999.

LIGHTS...CAMERAS... VIDEOCONFERENCE

Converged Communication Systems, along with our partners at Lifesize and Polycom, can set up your business with the top of the line software and equipment necessary for a high quality videoconference. However, there are steps that you can do to make sure your meeting is the very best. To help you out, here are 9 tips for a successful videoconference.

LIGHT IT UP

It's important to play around with the room's lighting beforehand to find the perfect balance. Avoid having direct sunlight in your face or behind you. If the room's lighting is too dark, consider a dimmable light desk lamp.

CHECK THE CONNECTION

Before your videoconference, make sure your bandwidth is sufficient. An insufficient bandwidth could lead to skipping images and an overall frustrating, and maybe even slightly awkward, conference. A good connection will make for a good meeting.

DON'T MULTITASK

While you're videoconferencing, don't download or process any large files or have any unnecessary applications open. Videoconferencing is extremely memory and CPU-intensive, so the less multi-tasking you do during it, the better off you'll be.

REMEMBER THE AUDIENCE

Because you're in a room by yourself, it can be easy to forget that people are, in fact, watching you. Make a conscious effort to not yawn, cough or sneeze into the camera, check your phone or look uninterested.

CLEAN UP

A good background can make a huge difference in the look of the video. Avoid clutter on your desk and position yourself in front of a simple backdrop. A plain, light-colored background tends to look best.

ADJUST THE AUDIO

While you might want to talk at the person you're seeing on the screen, it's much better to talk into the camera directly. Remove nearby electronic devices as they can sometimes cause interference. And if there are any background noises, try muting your microphone to see if that corrects the problem.

CHECK THE SYSTEM

Well before the videoconference, make sure everything is installed and working properly. And more importantly, make sure that you understand all of its functions. You don't want to be trying to figure it all out during the conference.

DRESS TO IMPRESS

Even if you'll be sitting down, it's still important to dress in an outfit that you would wear to an in-person meeting. Stick with dark and neutral colors, such as royal blue or gray, and avoid complex designs.

PRACTICE MAKES PERFECT

Practice using the system and even record yourself and critique your presentation. While it might feel uncomfortable at first, videoconferences can improve your presentations skills, as well as save your company the expensive costs of traveling.



PROD.

DIRECTOR

CAMERAMAN

SLATE

TAKE

DATE

Questions? Call Us Today!

Nationwide Service

(877) 598-3999

www.ConvergedSystems.com

Sales@ConvergedSystems.com



Like us on
Facebook



Follow us on
Twitter

Converged Communication Systems (CCS), an IP Telephony / Unified Communications provider and BBB Accredited Business, has been delivering best-in-class solutions for its clients for over a decade. CCS has been recognized as a Channel Partners 360° Award winner, listed on the CRN Fast Growth 150 and named to Inc. 500|5000's list of fastest growing companies in America for the second year in a row. CCS offers a portfolio of cloud and premise solutions including IP telephony (VoIP/SIP), network services (MPLS/Fiber), collaboration/video, mobility, call centers, and more. Our team of IT experts works collaboratively leveraging our unparalleled \$2.5 Million Network Operations Center to provide world class service.

