

# LOUD & CLEAR

IP Telephony / Unified Communications Solutions for All Industries



*You're Invited to Our*  
**10 YEAR ANNIVERSARY**

## **COST OF TELEPHONY DOWNTIME**

**CCS RECIEVES**  **ANOTHER AWARD!**

## **WHY OUTSOURCE YOUR TELEPHONY**

 **Microsoft Lync:  
UC Powerhouse**

**10** Reasons to  
get VoIP

Converged Communication Systems (CCS) provides best-in-class IP Telephony / Unified Communications solutions, and delivers pro-active support services for businesses of all sizes nationwide. Focusing on industry leading solutions, CCS provides complete telecommunication solutions to meet your simple or complex business needs. We specialize in a full range of solutions including traditional, IP, hybrid, and hosted telephone systems as well as UC, SIP, unified messaging and fax solutions.



*You're Invited to Our...*



# 10 YEAR ANNIVERSARY GALA

September 20, 2013 from 6:00 to 10:00 p.m. at Zed451

**Celebrating 10 years of success, we're your best bet!**

It's an anniversary celebration commemorating more than just the milestone of reaching double digits; we hope to continue to grow and thrive for many years to come. With our support and services, we hope we've given you that extra edge over your competition - making us a winning pair.

Join us and celebrate our 10 year anniversary with a casino-themed night at Zed451. The top three players with the most chips by the end of the night will win our grand prizes, so come try your luck!

Dinner and drinks will be provided. Complimentary shuttle for those downtown is also available, please inquire to schedule.

[Click Here to Register](#)



# Converged Communication Systems

Provides nationwide telephone and other telecommunication services to small through large businesses. Offers support and maintenance services for data and telephone equipment.



2013 STATISTICS			
RANK:	2125	EMPLOYEES:	46
3-YEAR GROWTH:	175%	JOBS ADDED, PREV. 3 YEARS:	25
2012 REVENUE:	\$7 million	FOUNDED:	2003
2009 REVENUE:	\$2.6 million	LOCATION:	Evanston, IL
WEB SITE:	convergedsystems.com	INDUSTRY:	Telecommunications

## CONVERGED COMMUNICATION SYSTEMS RANKS ON INC.500|5000 WITH A 175% GROWTH

**Inc. Magazine Unveils Its Annual Exclusive List of America's Fastest-Growing Private Companies—the Inc.500|5000. Converged Communication Systems Ranks No. 2125 on the 2013 Inc. 500|5000 with Three-Year Sales Growth of 175%**

Inc. magazine today ranked Converged Communication Systems NO. 2125 on its seventh annual Inc. 500|5000, an exclusive ranking of the nation's fastest-growing private companies. The list represents the most comprehensive look at the most important segment of the economy—America's independent entrepreneurs. Fuhu tops this year's list. Converged Communication Systems joins LivingSocial, Edible Arrangements and Lifelock, among other prominent brands featured on this year's list.

**"It is an honor to be on the Inc. 500|5000 annual exclusive list of fastest-growing private companies for the second year in a row,"** said Kevin Rubin & Steve Melchiorre, Partners of Converged Communication Systems, LLC. "We are among some incredibly successful companies and we look forward to continuing our rapid growth and providing our clients with innovative and

reliable services that they have grown accustomed to." Converged Communication Systems (CCS) is a nationwide provider of best-in-class IP Telephony solutions and support services for businesses of all sizes. Focusing on industry leading solutions, Converged Communication Systems provides complete telecommunication solutions to meet up simple or complex business needs. They specialize in a full range of solutions including traditional, IP, and hybrid telephone systems as well as SIP solutions, unified messaging and fax solutions.

In a stagnant economic environment, Converged Communication Systems had a higher growth rate of 175 percent than the median growth rate of 2013 Inc. 500|5000 companies, an impressive 142 percent. The companies on this year's list report having created over 520,000 jobs in the past three years, and aggregate revenue among the honorees reached \$241 billion.

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at <http://www.inc.com/5000>.

"Not all the companies in the Inc. 500 | 5000 are in glamorous industries, but in their fields they are as famous as household name companies simply by virtue of being great at what they do. They are the hidden champions of job growth and innovation, the real muscle of the American economy," says Inc. Editor Eric Schurenberg.

### ABOUT CCS

Converged Communication Systems (CCS) is a nationwide provider of best-in-class IP Telephony solutions and support services for businesses of all sizes. Focusing on industry leading solutions, Converged Communication Systems provides complete telecommunication solutions to meet up to your simple or complex business needs.

We specialize in a full range of solutions including traditional, IP, and hybrid telephone systems as well as SIP solutions, unified messaging and fax solutions. In addition, our expertise allows multi-location and remote/home workers to operate more efficiently via VoIP/SIP. For more information, visit [www.convergedsystems.com](http://www.convergedsystems.com).

### METHODOLOGY

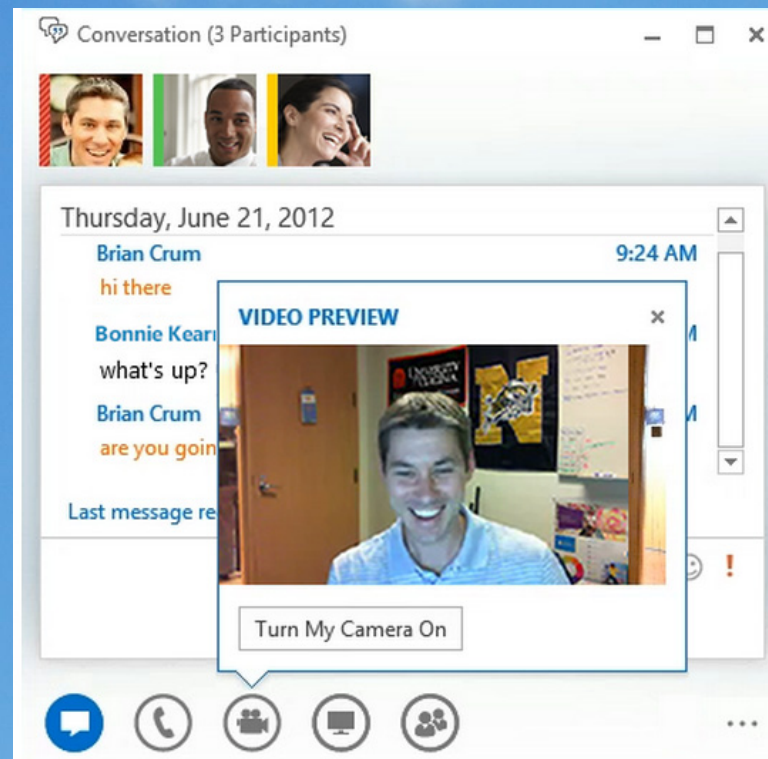
The 2013 Inc. 500|5000 is ranked according to percentage revenue growth when comparing 2009 to 2012. To qualify, companies must have been founded and generating revenue by March 31, 2009. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2012. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2009 is \$100,000; the minimum for 2012 is \$2 million. As always, Inc. reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in Inc.'s September issue. They represent the top tier of the Inc. 5000.

### ABOUT INC.

Founded in 1979 and acquired in 2005 by Mansueto Ventures, Inc. is the only major brand dedicated exclusively to owners and managers of growing private companies, with the aim to deliver real solutions for today's innovative company builders. Total monthly audience reach for the brand has grown significantly from 2,000,000 in 2010 to over 6,000,000 today.

# Microsoft Lync: Unified Communications Powerhouse

Microsoft Lync is a unified communications platform for enterprises. Microsoft offers several flexible licensing options that allow users to scale Lync to their business's specific Unified Communications needs. Lync is a dependable platform for all real-time communications. Lync unifies voice and video calls, Lync Meetings, presence, and instant messaging in one easy-to-use client, making it simple to choose and switch between different forms of communication.



## Diverse Features

Basic features include instant messaging, Voice Over IP, desktop and file sharing, advanced software integration, and video conferencing inside the client software. Multiparty HD video conferencing brings life and expression to Lync Meetings regardless of the user's communication device.

Active Monitoring gives Lync administrators the ability to monitor pools, servers and networks across different datacenters through the public internet.

Lync makes communicating easier with a consistent and familiar experience available on Windows PCs, Windows Phone, iOS, and Android smartphones. The new immersive Lync app for Windows 8 and Windows RT provides a seamless touch-first experience.



## Integrative

Lync offers advanced features when integrated with other Microsoft software. For instance, when used in tandem with Microsoft Exchange, Lync is able to display the availability of the user's contacts. Similarly, when used with Microsoft Word, Lync shows who has edited/is currently working on any given document.

All communication between the clients is done through a Microsoft Lync Server. This makes communications more secure, as messages do not need to leave the corporate intranet, unlike with the Internet based Windows Live Messenger. The server can also be setup to transmit messages to other instant messaging networks, avoiding installation of extra software on the client side.

## Collaborative

Lync also possesses real-time multi-client collaborative software capabilities, which allow teams of to view and work on the same document simultaneously. Collaboration through Whiteboard, Power Point, polling lists, and Word are common examples. Desktop sharing, in which participants are able to see and collaborate on your windows screen, is also a useful tool that Lync provides.

Microsoft Lync's focus on integration and simple interface makes this program a favorite among many business professionals.



# COSTS OF TELEPHONY DOWNTIME

# R

Reliable telephone systems are an essential part of effective communication for any business. When transactions are made quickly and easily, businesses run more smoothly and successfully, regardless of industry.

An interaction via telephone or over voicemail may be the first point of contact with an important business relation. Therefore, it is important to invest in a reliable and sophisticated telephone system as it often serves as the first impression of your organization. Communication practices reflect directly on a business' overall work quality and could potentially make or break a business transaction.

Businesses are a complex, interconnected web in which even the smallest aspects can influence its overall performance. When

businesses experience malfunctions or downtime in their telephone systems, every error or minute it remains down causes the loss of potential customers and, in turn, income. Here are just a few ways your business could be losing money:

- **PRODUCTIVITY:** Employees affected by loss of communication functionality may delay the completion of important tasks and the closure of important deals and transactions.
- **REVENUE:** Telephony downtime may result in direct losses, compensatory payments, lost future revenues, billing losses, and, investment losses.
- **DAMAGED LOYALTY:** Customers, leads, suppliers, financial markets, business partners, and other important relations may experience a loss of confidence in the quality of the business' work, causing damage to the brand.
- **OTHER EXPENSES:** Businesses may experience a series of other expenses such as employee overtime costs, extra product shipping costs, and the need to hire a third party to fix serious system complications when the system is managed in-house.

How can you take potential losses and calculate the dollar figure for your company? It comes down to simple arithmetic, consider the following:

- How many people were affected? [N = number]
- What percentage of productivity was impacted? [I = Impact]
- What was the duration of the outage or malfunction? [D = duration]
- What is the cost of employees per hour? [C = cost]
- To calculate, simply multiply:  $(N \times I \times D \times C) = \text{Potential losses for downtime}$

When a business invests in a secure telephone system managed by a team of experts who proactively monitor the system, severe consequences both monetary and relational can be avoided. Email works well in certain circumstances, but nothing compares to the efficiency and personal nature of a phone call or voice message. Regardless of your company's size or industry, a secure telephony system is essential to all aspects of that business.



When businesses experience malfunctions or downtime in their telephone systems, every minute it remains down causes the loss of potential customers and income.

# WHY OUTSOURCE YOUR TELEPHONY SYSTEM?

**“WHEN YOU OUTSOURCE YOUR BUSINESS TELEPHONE SERVICES, DAY-TO-DAY RESPONSIBILITIES FOR VOICE AND DATA MANAGEMENT IS TRANSFERRED TO A SPECIALIZED OUTSIDE PROVIDER.”**

**B**y outsourcing telephony systems, small to medium sized enterprises (SMEs) have the opportunity to eliminate costs in areas of their budget once reserved for communication infrastructure management. Day-to-day data and voice responsibilities are immediately transferred to your certified telephony provider when you decide to outsource your business telephone services. This provider will install, monitor and maintain hardware and software used for your communication system. They will set up and maintain the hardware and software and provide many support services including technical support, proactive remote monitoring, troubleshooting, repairs and future updates.

## **A SINGLE SOURCE SOLUTION**

When you choose to outsource your telephony system, you are providing your team with a with a single, specialized expert. Telephony providers like Converged Communication Systems have the certified expertise and experience to be the only communication resource your company needs. Instead of dealing with the complications and stress of handling your system in-house, you allow yourself one team whose single goal is to ensure that your telephone system is running efficiently and successfully.

## **HIGHER RELIABILITY**

Stress owners and managers experience is alleviated thanks to cutting-edge technology services that your telephony manager can provide. Proactive monitoring allows your provider's experts to locate and resolve problems before your team even realizes there was an issue. You gain direct access to certified support if anything unexpected occurs. Outsourced telecom is designed for maximum uptime to ensure your company is always conducting business at the highest level possible. And as soon as something goes wrong, a professional and focused team is on the job—no fees, no surprises.

## **TRANSFER RESPONSIBILITY**

Outsourcing telephony management effectively shifts all obligations to the provider, which allows your team to focus on its responsibilities and goals. The telecom provider completely covers VOIP and data services from start to finish. Customers gain access to an expert team that knows the ins and outs of telephony—implementing tested and proven methods—as opposed to traditional in-house staff in which your system could be the guinea pig.

## **SAVE MONEY**

By converting fixed costs into variable costs, the funds you save through outsourcing can be invested into other parts of the company such as business development and expansion efforts. For businesses starting from scratch, outsourcing provides the perfect opportunity to jump start a business without the worry of large expenditure in the early stages.

All of these factors serve to give SMEs a competitive advantage over their rivals, in terms of both efficiency and finance. Even for small and mid-size businesses, the days of the traditional phone systems are numbered. More businesses are making the switch to communication outsourcing services and experiencing the benefits of an easily managed yet powerful telecommunication technology.

# 10 Reasons to Switch to Voice over internet protocol (VoIP)



## NO MORE MISSED CALLS

With VoIP, your calls go where you go. If you are working remotely, you can automatically direct calls to colleagues, your mobile phone, or your voicemail system. Every missed call is potentially a lost customer or connection.



## CALL REMOTE SITES FREE

Remote employees can use the company's telephone system the same as if they were at the office. If your company has multiple locations (domestic or international) you can connect offices directly. This allows you to save dramatically on inter-office communications.

## INTEGRATED E-MAIL, FAX AND VOICEMAIL

VoIP allows you to consolidate all incoming communications in your inbox. Voicemail messages are automatically converted to audio files and sent to your inbox. Faxes can be converted to PDF and sent to you mailbox as well.



## EASE OF USE

Hosted VoIP is simple and intuitive to use. Training requirements are minimal and users can customize their preferences directly using a Web dashboard.



## EASY COLLABORATION

VoIP makes working together easier than ever. Forward your calls directly to your colleagues. Answer calls when your colleagues are occupied or create call groups to have all your phones ring at the same time. You can also easily set up a call queue and channel your incoming calls.



## NO INTEGRATION ISSUES

Traditional systems usually depend on integration between old and new VoIP equipment. This can cause compatibility issues and service malfunctions. Hosted VoIP services maintain a seamless offsite infrastructure, avoiding complications.

## PRODUCTIVITY

Access to advanced functionality, easy maintenance from remote locations, and a user-friendly system add up to advantages in worker productivity. Low maintenance communication also frees up staff so they can focus on their most important responsibilities.



## AUTOMATIC CALL ROUTING

Choose the destination of all incoming calls based on caller ID. Route your outbound calls to different providers depending on the time and recipient. You may also set up an Interactive Voice Response system to channel incoming callers to the correct destination.

## GREATER FLEXIBILITY

Companies managing rapid growth, seasonal shifts, temporary employees, or other dynamic changes benefit from hosted VoIP. Clients have the ability to adjust their capacity and number of seats to reflect their current needs.

## "FUTURE PROOF" INFRASTRUCTURE

Hosted services update their network on a regular basis, allowing clients access to advanced, state-of-the-art system technology.



# Questions? Call Us Today!

## Nationwide Service

(877) 598-3999

[www.ConvergedSystems.com](http://www.ConvergedSystems.com)

[Sales@ConvergedSystems.com](mailto:Sales@ConvergedSystems.com)



Converged Communication Systems (CCS) provides best-in-class IP Telephony / Unified Communications solutions, and delivers pro-active support services for businesses of all sizes nationwide. Focusing on industry leading solutions, CCS provides complete telecommunication solutions to meet your simple or complex business needs. We specialize in a full range of solutions including traditional, IP, hybrid, and hosted telephone systems as well as UC, SIP, unified messaging and fax solutions.

