

COMMUNICATIONS SUMMIT

Demystifying the Technology of Communications

JACKSON SMALL BUSINESS SUPPORT CENTER

Cascades Manor House

1970 Kibby Road

8:00 am thru 11:00

Includes Breakfast

Thursday December 3, 2009

\$15.00 pre register or \$20.00 at the door

www.smallbizsummit.com for more information and to register or call 796-8151



This is a business Technology and Applications presentation, not a sales presentation. You will not be asked to buy anything. This is an information sharing presentation by a local communications company that works with and integrates all of the communications providers to set up, install and service technology and communications approaches that specifically work for small businesses.

Why Should I Attend?

- ▲ Learn about new emerging technical solutions and understand how to have multiple technical and communication approaches work together all in one meeting.
- ▲ Make better decisions about the technology that impacts your business.
- ▲ Cut through the fog of Service Providers, Vendors, Agents & Rep Firms
- ▲ What is the truth? What application approaches are available? Who controls access? How do I get to have multiple technologies work together?
- ▲ How to have a local presence in and out of area markets using virtual phone numbers to eliminate long distance charges.
- ▲ Reduce total cost of ownership. Save money on total communications and technology cost while improving performance and capability.
- ▲ Increase communication capability without increasing cost and without increasing complexity. (Actually simplify).
- ▲ Learn how to lower communication and technology costs.
- ▲ Increase workplace productivity

Topics to be Covered

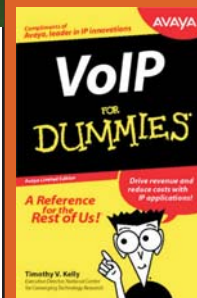
- > The Challenges of Selecting and Using Available Communications
- > Technology to Improve Your Business
- > Video Surveillance/Security - explore the possibilities
- > Local, Long Distance and the Internet Making Good Choices
- > Cabling, Fiber Optics & Wireless Technology
- > VoIP - Voice Over Internet Protocol Explained
- > Hosted Exchange - Cost Saving Alternatives to In-house Exchange

Who Should Attend?

- > Business Owners
- > General Managers
- > IT Managers
- > Existing Customers
- > Company size
 - Multiple Lines and or multiple locations
 - Mobile sales force or mobile service techs
 - 5 or More Employees
 - Frequent Long Distance

Freebies:

- > VoIP for Dummies Book
- > Handouts of presentations and Support Materials
- > Drawing for a Free CS-70 wireless head set
- > Tips Handouts - Scan to Mail, Fax, Text for Info and other easy and good payoff ideas.



Communication Technology Success Stories

Heating & Cooling Company:

A local heating & cooling company called PCS to order a replacement battery for a cordless telephone. While there the customer was informed of PCS's free technology review and took advantage of it. What was discovered truly was amazing!

By redirecting their current spending, and without spending any more money per month, the customer was able to get a new VoIP telephone system, double their lines of access, bring in in-house call recording and call reporting, new wireless telephones, double their internet speed, get voicemail-to-email, automated routine processes, accommodate multiple businesses, utilize automatic call forwarding, set yearly holiday schedules for voicemail, utilize easy-to-use Windows based system programming, obtain remote access, and much, much more.

This communications approach provides tools to manage field service technicians with phone-in time reporting, real time schedule changing, faster service, more billable time, as well as improved recording and billing for parts used.

Manufacturing Company:

A local manufacturing company was presented with an ultimatum to upgrade their current Groupwise email platform at a cost of \$15,000 or switch to the Microsoft Exchange Server email platform which was over \$25,000.00.

They contacted PCS to see if they had a solution and through Microsoft "Hosted" Exchange, PCS was able to provide them the email solution they truly wanted without spending \$25,000 with no maintenance support by their IT staff required, thus substantially reducing monthly support costs.

Bail Bonds Company:

PCS sat down with a bail bonds company and discovered ways to save them over \$5,000.00 per month on their technology expenses based upon new technology that had just emerged. Through "virtual telephone numbers", and Voice Over IP networking PCS was able to network 5 locations in 3 states with centralized voicemail for all locations, 4 digit intercom dialing between sites, voicemail-to-email, enhanced call routing, and more.

All locations use the same toll free number and incoming calls are auto routed to the nearest bail bondsman providing fast response and increased business with less cost and time involved.

Manufacturing Company:

PCS established a relationship with a local Manufacturing company, providing them with an IP Telephone Solution. Shortly after, they had a fire in their building that caused thousands of dollars worth of damage and they looked to PCS to provide them with a solution to oversee their operation 24/7.

The business owner lives out of state and believes that if there would have been a way for him to monitor the activity of the shop (after hours), then the damage from the fire could have been much less. He could have alerted fire personal from his VPN phone that is tied directly to the phone system in Jackson, MI. By calling 911 the call would register as the street address of his shop in Jackson, MI.

PCS was able to provide a video surveillance system with over 30 high quality, high resolution cameras along with 2 high capacity DVR recording units, each having 1 terabyte of storage. This system records activity and provides the ability to view any camera from anywhere in the world.

Now the owner can not only overhead page his employees in the Jackson, MI shop from his VPN phone, but also see what is going on in over 30 areas of the shop.

