

Voice/Data Convergence Today

Atlantic Voice and Data + Endeavor = SMART SOLUTIONS

Integrating Avaya IP Office with Microsoft CRM can enhance customer satisfaction and competitive advantage. AVDS and Endeavor show you how.



“Please continue to hold. Your call is important to us.”

Yeah, right.

Do your customers really believe you care about them? Or do they think your on-hold message is merely meaningless words used to fill the time they waste waiting for service? More importantly, do they view your competitors in a different light?

In today’s hypercompetitive market, organizations that fail to make cus-

tomerservice their No. 1 focus will find themselves quickly losing market share. A high quality customer experience is often the only differentiating factor in a growing number of industries, where look-alike products and razor-thin margins have quickly eroded customer loyalties.

The good news is that business communications systems have been revolutionized by technologies that converge voice and data, enabling voice calls to be linked with information from e-mail, contact management, customer relationship management (CRM) and other applications. This is possible with a traditional PBX but requires the addition of computer telephony integration hardware and software — an expensive and complex proposition. The voice and data integration built into IP telephony systems such as Avaya IP Office

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Atlantic Voice and Data + Endeavor = Smart Solutions

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enables even small businesses to cost-effectively extend the power of key business applications to their IP phones.

“Unfortunately, organizations that are just now beginning to evaluate these technologies are already behind the curve. They need a trusted partner who can cut through the hype and deliver proven voice and data solutions tied to their business needs and goals,” said Granville Triumph, CEO of Atlantic Voice & Data Solutions (AVDS) and Endeavor Technologies. “AVDS and Endeavor have a unique blend of experience in voice and data infrastructure design, Microsoft application implementation, and support. We can help make your organization a best-in-class, service-focused business today.”

Bottom-Line Benefits

The integration of IP telephony with Microsoft CRM represents one of the most powerful tools in the service-focused organization’s arsenal. It enables sales people, customer service reps, help desk staff and others throughout the organization to view full account history whenever a call arrives. This ability to quickly gain access to customer information on inbound and outbound calls drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability.

“The combination of IP telephony and Microsoft CRM helps companies increase employee productivity and customer satisfaction while reducing costs,” said Triumph. “Information access also helps employees make better decisions and communicate more effectively.”

When IP telephony is integrated with CRM, new customer data and detailed call information can be uploaded back into the system, so the next interaction with the customer picks up where the last one left off. Additional features include fast and easy click-to-dial functionality from CRM contact records and an easy-to-use search system.

“Our expertise with voice and data applications allows us to provide an integrated solution that helps you build stronger, more profitable relationships with your customers.”

Triumph said. “By integrating IP telephony with Microsoft CRM, we’re able to help you gain a competitive advantage.”

Proven Results

This advantage was demonstrated in a recent Aberdeen Group study that examined the factors driving service-focused businesses to adopt these kinds of multi-channel customer service technologies. According to the report, organizations across all industries are challenged to support multiple channels — voice, Web self-service, e-mail and chat — in a unified way.

Companies surveyed for the report cited a lack of integrated data and appropriate software systems for managing communications as major obstacles to effective multi-channel customer service. Aberdeen Group also concluded that multi-channel support has become a competitive requirement, revealing that it is implemented within 90 percent of best-in-class companies surveyed.

“Aberdeen Group reports that 59 percent of best-in-class service-focused companies have seen an improvement in their first-call resolution rates after implementing multi-channel customer support solutions, just as one example. These results were achieved by integrating supporting technologies such as CRM with their business phone systems and call center solutions,” said Triumph. “The ability to resolve integration challenges quickly was key to achieving rapid ROI, according to the study. And that’s the value that

AVDS and Endeavor bring to the table.”

According to Aberdeen Group, multi-channel customer service yields such benefits as:

- Improved service quality through a more complete snapshot of customer needs
- Reduced call waiting times, call handling times and support costs
- A better customer experience, leading to higher customer satisfaction and retention

“Ultimately, the real value of IP telephony lies in its ability to deliver real bottom-line benefits by integrating with business applications,” said Triumph. “By augmenting a top-down, customer-centric business strategy with our proven voice and data solutions, your organization can enjoy measurable increases in customer satisfaction and more revenue-generating opportunities.”



Our expertise with voice and data applications allows us to provide an integrated solution that helps you build stronger, more profitable relationships with your customers. By integrating IP telephony with Microsoft CRM, we’re able to help you gain a competitive advantage.



IT Infrastructure Outsourcing Delivers Highest Cost Savings

Businesses can achieve on average cost savings of 27 percent by outsourcing their IT infrastructure, a recent Impact Research study from Info-Tech Research Group reveals. Enterprises traditionally outsource IT in four areas: infrastructure, application development, application support and help desk. Among companies that are good candidates, the best results are achieved by moving IT infrastructure to an outsourcing model.

"Every enterprise should evaluate their infrastructure, both server and network, for an outsourcing fit. It has the highest average return, low variability of success, and few risks." said Jennifer Colasanti, research consultant with Info-Tech Research Group.

The report finds that application development had the second highest average savings rate at 20 percent, while application support offered 16 percent and help desk 13 percent.

For research purposes Info-Tech defined outsourcing as any engagement where a third party has ownership over a deliverable. Info-Tech's Impact Research Report, "IT Outsourcing with Purpose," also documents that cost savings are correlated to the percentage of IT budget being outsourced. As the percentage increases, the amount of savings declines given that cost savings no longer take the top priority.

"In a third of the organizations studied, increased IT efficiency was the key motivator for outsourcing," said Colasanti. "In these instances benefit

drivers like access to more expertise, repurposing of employees and the reduction of management overhead and internal training bring greater benefit to the business than cost savings alone."

Colasanti notes that in addition to reducing the cost of existing operations by 13 percent to 27 percent and improving efficiency, IT outsourcing can help small and fast-growing companies level the IT playing field with large enterprises, by providing similar advantages.

Info-Tech Research Group recommends that when evaluating outsourcing, companies first identify their primary motivator. If organizational fit is not investigated appropriately, outsourcing can be a detriment to the company.

"It's important to consider how much of the IT budget will be dedicated to outsourcing as well as the type of outsourcing planned," Colasanti said.



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Managed Services Make Sense

AVDS and Endeavor ensure the performance and availability of your voice and data systems while reducing your overhead costs.

What's going on inside your network right now? Most companies would have a very difficult time answering that question. Few small to midsize organizations have the tools or talent to proactively manage the health of their voice and data systems. IT staff must react to network faults and performance degradations, poring over event logs to try to find issues and resolve them.

Trouble is, voice and data networks are increasingly complex, and isolated events don't always point to the root cause of network problems. Network managers often find themselves solving the same problems over and over — problems that become more serious as the number of users and importance of network availability increase.

As companies continue to focus on increasing revenues while reducing costs, throwing money and personnel at the problem is simply not feasible. Fortunately there is a solution — outsourcing voice and data network management to Atlantic Voice and Data Solutions (AVDS) and Endeavor Technologies.

The synthesis of AVDS and Endeavor has created a unique opportunity for smaller organizations in the New York/New Jersey metro area. Now you can entrust your mission-critical systems to a partner with deep experience in both voice and data. You no longer have to interface with multiple providers who point the finger at each other whenever anything goes



wrong. One call ensures that your systems are managed, maintained and supported.

On the Rise

Managed network services (MNS) adoption is on the rise among large, global businesses. A survey by high-tech market research firm In-Stat shows that most globally focused firms currently perform network functions in-house, but outsourcing will soon gain acceptance due to increased network complexity and convergence.

“In two years, nearly 40 percent of survey respondents in the areas of PBX/Phone System Management and Telecom Expense Management indicate that these functions will be out-tasked,” says In-Stat analyst Jeff Jernigan. “Within two years, MNS adoption rates will roughly double for security, storage and hosting, with nearly one-third of respondents indicating these functions will be out-tasked.”

Global firms are adopting MNS in order to access state-of-the-art technology, and smaller organizations can realize these same benefits. Myriad factors impact network health and performance, and keeping tabs on them all requires a significant investment in network management and monitoring tools.

AVDS and Endeavor have invested many thousands of dollars in state-of-the-art monitoring and help desk software. Each customer can utilize these resources at a very small fraction of the cost of deploying them in-house.

Experience Counts

Of course, network management and monitoring software is only part of the investment. The skilled personnel needed to operate these tools command significant salaries, and if the network is to be managed 24x7, the personnel costs increase exponentially.

AVDS and Endeavor have assembled a team of experienced and certified network and help desk professionals whose expertise is just a phone call away. Endeavor is a Microsoft Gold Certified partner, and the AVDS team has two decades of experience in voice and data systems with Avaya and Cisco certifications.

The AVDS/Endeavor solution delivers value beyond network monitoring and management, including proactive maintenance, remote assistance, on-site service and more. The AVDS/Endeavor help desk is also available to answer routine questions about voice and data systems and software.

Endeavor Complete Support encompasses all the services an in-

house IT department might provide at a fraction of the cost. What's more, AVDS and Endeavor have the "bench depth" to ensure that proactive maintenance and critical updates are performed on schedule. In many smaller organizations, overburdened IT personnel spend so much of their time putting out fires that maintenance tasks are often put on the back burner. With Endeavor Complete Support you can rest assured that patches, service packs and critical updates have been applied and that your vital systems and data are protected.

Impressive ROI

While organizations typically focus on operational savings when evaluating managed services, the AVDS/Endeavor solution has the potential to impact many cost metrics. IT capital expenditures can be optimized through sound recommendations from professionals familiar with the organization's network and business needs. The productivity gains that come with a highly available, high-performance network are another benefit of managed services.

Voice/Data Convergence Today

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Obviously, the ROI any organization achieves is subject to the services and technologies covered. Still, the ROI of the managed services model tends to be very real and usually very startling. Organizations utilizing managed services consistently enjoy impressive returns on investment.

The AVDS/Endeavor solution

does all that while keeping a watchful eye on the health and performance of mission-critical systems — 24 hours a day, seven days a week. By outsourcing monitoring, management and support of their voice and data systems to AVDS and Endeavor, customers get reduced operational costs, improved network efficiency and peace of mind.



Smaller companies without fulltime IT personnel on staff often find they are constantly "putting out fires" related to technology. This constant troubleshooting often results in a loss of business focus, not to mention substandard technology solutions.

Endeavor Technologies LLC can help you beat the heat. Our comprehensive technology services and support offerings can ensure that you:

- avoid unnecessary downtime that affects customer service & deliverables as well as employee productivity;
- control technology costs with quarterly level payments that eliminate the shock of escalating invoices;
- remain virus free to keep your network running smoothly;
- get value for your technology dollars by having the expertise of Microsoft Certified professionals on your side;
- enjoy unlimited help desk and technical assistance;
- receive impartial advice on hardware and software purchases;
- retain documentation on everything technology related in your organization.



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Let us manage your technology

so you can manage your business.



Serving Up Business Benefits

Endeavor helps organizations take advantage of Windows Small Business Server to help boost efficiency, improve information access and enable collaboration.

Many small to midsize businesses (SMBs) resist their first server purchase, putting off as long as possible what they view as a potentially costly, complex process. Today, however, there are affordable server solutions that are easy to implement and maintain — even for organizations without in-house IT staff.

A server is a computer with specialized software that provides a central point for sharing Internet access, files and peripheral equipment. Servers are also used to host Web sites and e-mail, enable collaboration, and enhance data protection and security.

In the past, servers were used only by larger organizations because of their high cost and complexity. However, companies that deploy Microsoft Windows Small Business Server 2003 soon find they have been missing out on a world of business potential. Packed with functionality, Windows Small Business Server 2003 is ideal for small businesses — especially those buying their first server.

Windows Small Business Server 2003 enables small businesses to do

more with their existing resources. It's a complete, affordable, reliable solution that improves productivity, information access, communication and collaboration, both internally and with customers and suppliers. And Endeavor Technologies has the expertise to help small business customers begin taking advantage of these benefits quickly and cost-effectively.

Growing Demand

The need to better connect with customers as well as increase efficiency and lower costs is compelling more SMBs to move from a peer-to-peer network to a client/server network. Based on a series of studies commissioned by Microsoft, IDC estimates that more than 600,000 first-server deployments will be conducted in small businesses between 2005 and 2009 in the U.S. alone. Globally, more than 1 million installations are expected during the same time period.

“Server technology is not a luxury that's available only for large companies with equally large budgets and specialized IT staff,” said Steven VanRoekel, director of the Windows

Server Solutions Group at Microsoft. “With Windows Small Business Server 2003, customers can afford to meet their increasing needs for better security, organization and access. And with the help of an IT partner, they can also ensure that this doesn’t add complexity to everyday business.”

Windows Small Business Server 2003 provides small businesses with many of the same features used by large enterprises — e-mail, secure Internet connectivity, business intranets, remote connectivity, support for mobile devices, file and printer sharing, backup and restore capabilities, and an application platform for collaboration — all in a package that is inexpensive and easy to deploy and maintain.

Three value propositions make Windows Small Business Server 2003 ideal for SMBs: competitive pricing, a high return on investment, and the mix of technologies that are pre-integrated in the product and optimized for small

businesses to operate seamlessly out of the box. Windows Small Business Server integrates key Microsoft product suites, including Exchange Server, SharePoint Server and Microsoft Internet and Security Acceleration Server. These technologies can help take a small business to the next level without adding layers of IT complexity.

Security, Mobility and More

The latest release of this award-winning product, Windows Small Business Server 2003 R2, delivers increased security through the “Green Check” of software health. Windows Server Update Services automates network-wide patch and update management, and provides daily reports on the status of desktops and servers running Microsoft software.

Windows Small Business Server 2003 R2 customers can also take advantage of new mobility benefits after integration with Windows Mobile-

based devices, such as direct push technology, which enables near real-time access to information in Microsoft Office Outlook. Password policy management and remote device wipe enhance protection of data.

For Windows Small Business Server 2003 R2 Premium Edition customers, SQL Server 2005 Workgroup Edition provides a powerful, integrated data management and reporting solution. With features such as Management Studio, import/export functionality, limited replication publishing and backup log-shipping, it is the ideal choice for organizations that need an affordable full-size database.

SMBs are increasingly demanding technology that will allow them to efficiently and cost-effectively protect their data, appear more professional and work from anywhere. Windows Small Business Server 2003 gives them the tools they need to gain competitive advantage.



A complete, affordable network solution for small businesses

As a small business, you have limited time and resources to get the job done and keep your business running. Technology can simplify your daily activities while saving you time and money.


Designed with your company needs in mind, Windows Small Business Server 2003 is a complete and affordable network solution. With Windows Small Business Server 2003, you can have confidence that your data is secure, untap new productivity from your desktops, empower your employees to do more, and connect to your customers like never before. Call Endeavor Technologies today to learn more.



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Rise above your technology limitations



Atlantic Voice & Data Solutions



Keeping up with the multitude of new developments in hardware, software and infrastructure can be overwhelming for IT staffs that are already stretched thin. Atlantic Voice & Data (AVDS) and Endeavor Technologies can help.

The two firms have joined forces to form a full-service IT solution provider that designs, implements and supports integrated voice and data communication solutions for businesses and government agencies.

Gain the advantages of “one-stop shopping” plus our 15+ years of experience. Call Atlantic Voice & Data Solutions for all your voice and data needs, including:

- ◆ Traditional Phone Systems
- ◆ IP Telephony Solutions
- ◆ LAN/WAN implementation and support
- ◆ Contact Centers
- ◆ Microsoft and Cisco Certified Engineers
- ◆ Service Protection Programs

Contact us at 212-643-0950 or go to www.atlanticvoicedata.com to learn how we can help with technology initiatives that can push your business to new heights.