

TELECOMMUNICATIONS



Superior Telecommunications Systems for Your Small and Medium-sized Business

We have the Technology:

- VoIP Solutions
- Bluetooth® compatibility
- Microsoft Outlook Integration
- Video Teleconferencing

We have the Products:

- ESI Communications Servers with cell phone integration
- Avaya

We have the Service:

- 24-hour on-call
- Certified technicians
- Remote diagnostics
- Voice and Data Cabling

We make it easy to communicate.

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Improving Productivity through Connectivity

BY BYRON LAFFERTY

The proliferation of instant communications, and the Internet in particular, has made the world a much smaller place, and transformed us into information junkies. We have come to expect constant connection and immediate response.

I must admit, I am also a victim. I have a BlackBerry and get all of my voice mails and e-mails instantly. I am never off the clock. As a small business owner myself, I understand the critical need to have the tools to connect to the information I need when I need it – and I know my customers have the same need.

This brings me to the topic of connectivity. In today's world, the key is to use the power of technology to run a very efficient organization that is responsive to customer demands in a timely and pleasant fashion. Achieving this goal starts with you and your willingness to put technology to work to improve your operations.

One product we recommend is an ESI Communications Server, which will deliver a call out of the mailbox, live, to another location such as a cell phone, answering service or other arrangement. Or if you don't want the live call, the system will deliver the voice mail message within a minute wherever you wish, so you can think first before you respond to the call. It's your choice.

Voice over Internet Protocol (VoIP) is another technology that provides connectivity between business locations. Not only do we oversee its installation for customers, we use it ourselves. At Cape Wide Telephone we are connected to a sister company, BCR in Scarborough, Maine, via the Internet using our broadband services.

I can press a button on my ESI telephone in Hyannis, and immediately, I am speaking to Brad White of BCR and vice versa. I can even be at my phone in

Hyannis and see if he is on his phone in Maine. We also have linked telephones in our houses so we can stay connected in the event we are working from home. My business partner at Cape Wide Telephone has an IP phone in her house and I have one in my house. If I wish, I can answer the calls at home or forward them through the telephone system to Maine for BCR to answer. Even better, every long distance connection using VoIP technology is free.

We have many customers who utilize VoIP for their multi-location businesses or to provide connectivity to their homes or vacation homes throughout the country. Imagine a business with multiple sites all connected together as if they were all communicating within the same location. If you can imagine it, we can make it happen.

It is important for business owners and managers to remember that your telephone system is the front door to your customers. It says a lot about who you are. A system that is customized to meet your needs and the needs of your customers can truly help your business grow. Your telecommunications provider should understand your business needs and customize your new system to meet your goals and help you grow. We are well past the days when a phone system is just there to make and take calls. It's a very important business tool, an investment in the success of your company. It is your personalized tool for connectivity within your business operation, with your customers, your vendors and your prospective customers.

When it comes to efficiency in business, it's all about a meaningful connection to people – it's about connectivity! ■

Byron Lafferty is Vice President/General Manager of Cape Wide Telephone. He can be reached at (508) 778-2224, ext. 103, or byron.lafferty@verizon.net.