

ITS News!

August 2010



Celebrating our 20th Anniversary!!

ITS - Integrated Telemanagement Services, Inc., e-newsletter

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ITS is happy to have you as a customer and since we want to keep you all to ourselves, we promise to never share your e-mail address with anyone, ever.

\$20 Giftcard

Welcome to the August edition of ITS News!

As our readers are aware, we are well into our 20th year of business! Here at ITS we are more excited than ever about reaching this milestone. We continue to provide randomly selected clients with \$20 giftcards within invoices as well as a weekly winner. This is just one of the ways that we are giving back to our loyal client base who have remained by our side for the last two decades, allowing us to reach this momentous occasion.

We hope you find the information in this edition of ITS News! useful and incorporate some of the ideas into your business practices. As always we appreciate your feedback. Thank you for being a valued client and for reading our newsletter!

-Crystal Jafari,
Marketing Specialist

Joke : Question- What does Dumbo do after taking a photocopy?
Answer- He compares it with the original document for spelling mistakes.

Letter From the President

As we enter the third quarter in our 20th year of business, I remain excited about what the future holds, not only for us at ITS, but also for upcoming innovations in the telecommunications industry and new technologies that can be brought on board to better serve our clients. However, I am also pensive of the ever





ITS is excited about our 20th year in business! To celebrate, the first 20 customers who call in and say, "Happy Anniversary!" will receive a \$20 giftcard to apply to their ITS bill.

Jokes Of The Day!

Windows

Customer: "How much do Windows cost?"

Tech Support: "Windows costs about \$100."

Customer: "Oh, that's kind of expensive. Can I buy just one window?"

FUN FACTS!

The first hard drive available for the Apple II had a capacity of only 5 megabytes.

Attics were invented in Attica, a historical region of Greece.

First four countries to have television: England, the U.S., the U.S.S.R., and Brazil.

The United States

present tough economic times and am aware that many small to medium sized businesses continue to experience hardship. For this, we remain committed to providing only the best products and services to our client competitive rates. We at ITS want to ensure that we not only simplify your business operations by streamlining them through the most effective telecommunication solutions, but also want to ensure that we aid in reducing the costs that can be incurred by these solutions. These are the reasons we remain a switchless, one-stop-shop carrier, providing tailored solutions for your business, all on one bill. With that being said, I would like to thank our loyal clients for remaining with us through thick and thin. We hope you enjoy this edition of our ITS e-newsletter.

Best Regards,
Sharon Woods
President and CEO

Joke : How do you make an egg laugh? Tell it a yolk.

Unified Communications

As we move out of our economic downturn, many are watching the practices of small to mid-sized businesses for indicators of trends and of where technology spending is going. The surveying of IT decision makers yielded what many industry observers have already predicted, that the adoption of unified communications, or UC, is on the rise. Unified communications (the integration of real-time communication services such as instant messaging, telephony (including IP telephony), and video conferencing with non-real-time communication services such as integrated voicemail, e-mail, SMS and fax. UC is not a single product, but a set of products that provide a consistent unified user interface and user experience across multiple devices and media types.

One survey reflected the percentage of organizations that have prepared a business case or strategic plan for UC adoption has increased from 55% last year to 67% in 2010 - an increase of 12%. When analyzing the reasons behind this increase, the majority of respondents recited "Improved integration of email, IM, voice, and conferencing" as the primary driver of considering UC. Refer to the following chart for other drivers.

produces enough plastic film annually to cover the entire state of Texas.

VoIP Corner

Upgrading to Outlook 2010?

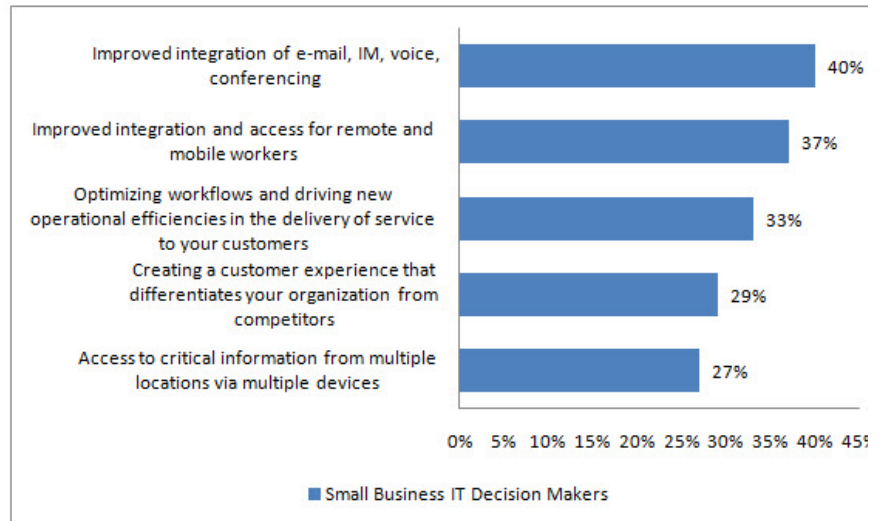
You might need to add a rule to your Junk mail settings to keep your VoIP voicemail functioning as you are used to. In previous versions of Outlook, when you receive a voicemail notification and listen to the voicemail from your email inbox, the voicemail notification on your VoIP phone will clear. With Outlook 2010 you may need to add or re-add the address that these messages come from to your safe senders list to keep this functionality

How?

1. On the Home tab, in the Delete group, click on Junk and then Junk E-mail Options.
2. On the Safe Senders tab, click Add.
3. Enter the sender name. This will be the address that your voicemail comes from. If you have a PBX, your voicemails come from "message-center@YOURPBXNAME.voippbxsite.net". If you don't have a PBX, the voicemail comes from "messagecenter@its.voip4vips.net".

Once you add this address to the safe sender list,

Overall Business IT and Communications Requirements



*Source Avaya

As you can see, reasons behind the deployment of UC mirror overall bus IT and communication technology requirements that are being faced to. However, despite the fact that the benefits of UC aide in meeting these requirements, there are a number of concerns that were also expressed the Avaya survey - the most notable concerns being over network security and technical support. These concerns have been countered by increased awareness and familiarity with UC, even the numbers of these once top-concerns have dropped.

- Network security from 42% to 33%
- Technical support from 36% to 29%

When purchasing the suite of your businesses communications needs from you are guaranteed live technical support, without having to fight through bureaucracy of various levels or an elaborate automated system before getting to an expert with real answers and support for your trouble. What's ITS provides a variety of network security options to ensure your critical is not only secure and retrievable in case of a disaster, but also protected from hackers, spam and other network security threats. ITS is a "one-stop shop" for all of your businesses communication needs and realizes the immense benefits of implementing UC in your business.

One of ITS' fastest growing services is VoIP technology. This growth is also reflected as a general trend with businesses and is further a driver of UC telephony's mass adoption is a sort of prerequisite for the mainstreaming of UC capabilities. While traditional lines tend to function only as a tool for voice communications, VoIP is more related to a multimedia experience that also facilitates video calling, conferencing, chat, email integration and gaming. Each of these technologies have already become commonplace, seen in the release of the new iPhone 4. Throwing these all in the mix

anytime you listen to a voicemail from your Outlook inbox your voicemail light will clear on your phone.

If you need help adding this safe sender rule, or have further questions regarding VoIP, please call ITS at (805)520-7020 or (800)876-4ITS(4487). An ITS representative will be happy to assist you.

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develops a need to integrate and collaborate across a variety of services, devices, end uses and locations.

Does this seem like a lot to wrap your mind around? It may be! Technology is advancing faster than ever and your business must be at its forefront to be competitive in today's marketplace, regardless of industry. Lucky for you, you have IT professionals who are able to conduct a complete communication analysis to determine a personalized solution to meet the needs of your business. Call an ITS representative today to receive a free communication analysis to see not only where your business may be falling behind in regard to today's technology, but also where you might be able to save money through the use of the latest technologies.

**Contact a Client Services Representative today at
(800) 876 - 4ITS**

Joke : Bank Rule- To get a loan, first prove you don't need it.

Product Spotlight : 20,000 Free Minutes with Purchase of new PRI

This quarter, we would like to shine a light on a particular promotion that is only available for only a short time. Between now and September 30, 2010 each purchase of a new PRI, Integrated T1, or Dynamic IP Circuit will include a FREE 20,000 local minute bundle. These minutes are provided to you free of cost for EACH month during the entire term life of the circuit. For example, if you were to purchase 3 new PRI's, each on 3 year terms, you would receive 2,160,000 free local minutes over the course of the term - wow! Think of the savings that could be reinvested in your business. Are you currently an analog user? Unfamiliar with the benefits of a PRI circuit, or not sure if a voice circuit is right for your business? Check out the following list for some circuit benefits:



- Multiple Hunt Groups: You may be familiar with single hunt group where every incoming call (irrespective of the dialed number) is rotated through the pool of lines until a free line is found and the caller is connected. The caller hears the busy tone only when all (not just the dialed number) are engaged.
 - With a PRI, you can have multiple hunt groups all programmed from your phone system. Your basic rule is that you can manage to receive a total of 23 simultaneous calls in whatever configuration you want per PRI, and they can be bonded. Do you want 3 different hunt groups for 3 different departments? No problem. Need a dozen private numbers? No problem. You

even have to call the carrier, as the programming is done at the PBX level.

- Direct Inward Dial numbers: Key to any growing, service-oriented organization allowing your incoming caller to bypass the automated attendant or operator and reach your representative directly.
 - Direct Inward Dial numbers are typically assigned in blocks of 10, and are designed exclusively to work with digital voice circuits like PRI.
- Call tracking/reporting: The ability to track your call data with a system for incoming or outgoing calls - can be vital to your operation.
 - Ever wonder just how many outgoing calls your sales reps are making? Need to know how many incoming calls came in to your customer service to assist with staffing decisions? How many calls did you get on that last advertising campaign? With Direct Inward Dial level call tracking and reporting, you can create a myriad of tools for your business to streamline operations like never before.
- Reduced Cost: The aforementioned reasons are often compelling enough for business owners to convert their business' communication to voice circuits, but perhaps the most compelling of all is that of reduced costs.
 - With a voice circuit, businesses are offered a number of cost savings. These are reflected through competitive calling rates, reduced taxes and line charges and the incorporation of many features that would need to be purchased separately with an analog system.

With all of the benefits of a voice circuits, and the current minute bundling promotion, now is definitely the time for your business to consider converting from analog service to a PRI. Call an ITS representative today at (800) 841-4ITS for further specifics on how you can get your company transitioned today!

ITS - An AHA "Fit Friendly" Company

This year, ITS employees participated in the AHA Start! Walking Challenge wherein employees were challenged to "walk" from Los Angeles to Miami in a 4 month period of time. Employees were provided with pedometers and their steps were tracked each week. Aside from prizes that were provided throughout the challenge, the grand prize was a Heart Healthy Beach BBQ for everyone to enjoy. Do you think we made it?



Not only were we able to walk from Los Angeles to Miami, almost 3000 miles but we were also able to make a detour to Chicago and then **RETURN** our way back to Los Angeles! We are excited about this huge feat and success.

HEART HEALTHY BBQ event!



BBQ'd Chicken



Veggies and Salads

Facilitating such events which encourage healthy behaviors for all ITS employees has aided ITS in being awarded the *American Heart Association "Fit Friendly" Company award* for the second year in a row!

Many companies overlook one of their most valuable assets - that of the work force. Your employees are the lifeline of your business, with the majority of contact with your client base, they can make or break relationships with

existing as well as potential customers, and can hold your company's reputation in their hands. With so much time and funds put into company relations and marketing, why not allocate some for your employees as well.

As mentioned in our January e-newsletter, a healthy Work-Life balance is key to increased productivity and a general increase in ones quality of life. ITS is continually dedicated to the

enrichment of employees through a variety of avenues that focus on not physical health, but mental and spiritual well-being. This is done through variety of employee focused programs including an internal

educational and person enrichment 'university', titled ITSU, to a fully equipped gym, benefits which are extended to employees as well as fr and family.



Getting ready for the raffle!





King of the Grill, Rich & Turkey Burgers

Tina and Crystal

We here at ITS truly believe that providing this positive working environment is a significant contributing factor to our optimistic corporate culture which, in turn, allows for our extreme customer service orientation. All of these aspects allow us the opportunity to become a 2 tenured company.

Thanks for reading the August issue of ITS News! We are always striving to bring pertinent, timely information to help your business. We hope you found this edition valuable and fun to read.

Do you have comments on our newsletter? Suggestions for future articles? As always, we want to hear from you! Please send comments or suggestions to me at cjafari@itstelecom.com

Thanks for joining us again this quarter.

Sincerely,

*Crystal Jafari
Marketing Specialist*

ITS - Integrated Telemanagement Services, Inc.



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