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What are your plans for your contact center this year?

SMB

Quality for the SMB World

By Ralf Roesel, Product Manager,
ASC telecom

In contact centers, where communications serve as the sole business driver, companies must deliver quality cost-effective service to differentiate themselves. Recording and quality monitoring are becoming prevalent to fill the knowledge gap of what is really going on.

Building a sophisticated solution can involve immense investments of time and money both in resources and manpower. Especially in the market of small and medium-sized contact centers, time expenditure can become a show stopper despite the many benefits of this technology. As a result, the inability to improve service and therefore competitiveness in a global market can ruin the center.

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VISION

Interoperable communications

By James Mustarde, Director of Marketing for
Twisted Pair Solutions

Unified communications is com-



SoTel and CFB

Capital For Business, Inc. has announced that it has completed the acquisition of Maryland Heights, Missouri based SoTel Systems, LLC (also known as "SoTel"). SoTel specializes in the wholesale distribution of new and refurbished telephone, data services and VoIP communications equipment from manufacturers such as Aastra, Adtran, Avaya, Cisco, Siemens, Tadiran, Toshiba and Nortel. Established in 2006, the company has more than 600 clients that include end users, telephone repair and service providers and equipment resellers. They have warehouse and production facilities in St. Louis and Lancaster, SC.

The acquisition included the company's management. James Goebel, President and CEO, commented, "With this transaction we will be able to continue to make great strides towards expansion and coverage capabilities. We are enthused about opportunities for growth and the addition of CFB as our partner."

CFB is a national private investment firm based in St. Louis that provides capital to middle-market businesses with proven management teams and high potential for growth. Founded over 45 years ago, they have invested in more than 80 companies across a wide range of consumer, commercial, distribution, manufacturing and service businesses throughout the U.S. ☞

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the Value
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Contact Center

SMB

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So how should a provider of quality monitoring solutions tackle the situation facing this huge market segment? Small and medium-sized centers must develop systems requiring low initial investment through smart architecture and decreased maintenance costs through reduced complexity.

When installing a solution the operator of a center generally needs different servers for the quality monitoring system and recording solution, plus proprietary hardware. However, to satisfy the SMB market a modern system requires a lean software-based architecture. It should encompass technological innovations such as multi-core processors and 64-bit operating systems to enhance processing speed without additional hardware.

Besides initial costs there are setup, administration and maintenance. In complex environments setup costs alone can dwarf any other component. Split responsibilities for recording and quality monitoring can double administration time, and maintenance costs for a small server farm are large, especially with today's growing costs for energy.

Ideally setup of an SMB system should

take minutes. The best solutions offer predefined configurations for different environments and only customer-specific parts must be adjusted manually. In addition, central administration for both recording and quality monitoring should run on the same server without reducing data-processing capabilities. This integration decreases hardware maintenance and energy costs.

In addition to reduced complexity, the best systems are designed with modular architecture. This lets organizations pick only needed features while offering scalability for future growth. By selecting specific modules companies can, in effect, create a customized solution. Similar to the consolidation provided by one server, this saves on costs by reducing the amount of hardware requiring maintenance.

In short, SMBs can find affordable yet sophisticated solutions with the features and scalability of a multi-server system. Recording and quality monitoring is available on the same server with a single database, centralized and easy to set up and administer in a unit designed to meet changing needs. ☞

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COST CONTROL

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"Absolutely." Major goals include increasing ability to make or save money without affecting quality. Efficiency gain, collaboration, visibility and fiscal accountability are in there as well. And with telecommunications investment and compensation packages as the highest line item expense, companies look at it as a windfall if done correctly.

Global TEM capabilities vary greatly amongst providers. Let's take a US-based firm in New York or other metropolitan locale. The CEO and head of sales can identify hundreds of prospects that need their products and services. The motivation to leave may never materialize for there will always be local corporations to pursue. For customers that have international locations, the provider will be stretched to handle the additional business. There are some exceptions but that is usually the state in the US.

Look at another market, Sydney or Singapore for example, and you may have a different story. The number of companies is now in the low hundreds and the smart CEO is thinking, "Everything I do is to help me win here and expand into other

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