



The Telecom Times

FEBRUARY 2009

NEWSLETTER - VOLUME 13, NUMBER 2

Money-Saving Tip

Goog 411

Free Directory Assistance

How much do you spend on directory assistance each month? Thirty to fifty dollars per month is typical for most businesses. Although internet access and most mobile devices have made dialing 411 for directory assistance seem like an antiquity, you may still find yourself using it during those desperate moments when you need a number immediately.

Thanks to Google, you can save the seventy-five-cent charge and find any directory listing for FREE. Using Goog 411 is easy. Simply dial 1-800-GOOG-411 from any phone, state the location and business type, and connect to the desired business for free.

Say goodbye to 411 fees and hello to Goog 411.



AVAYA



POLYCOM

PLANTRONICS
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VoIP Communications

An Opportunity in a Tough Economy?

The most recent economic downturn has had a far-reaching impact on a wide range of businesses and industries. In this climate, corporate execs are examining every capital expenditure to ensure there is an immediate return on investment and that the expenditures are in line with the strategic goals of the business. This has put many large communications infrastructure capital improvement projects on hold while alternatives are examined more closely. However, even in a down economy, there are some very clear opportunities for businesses to reduce current operating costs without large capital expenditures.

In today's economy, many corporations are considering the jump to VoIP to lower their overall costs while providing enhanced technology to their employees and customers. So what can a VoIP phone system do for one's business? There is no question – Voice over Internet Protocol is changing the face of business technology. Cutting-edge VoIP phone systems carry several immediate benefits compared to traditional PBX systems:

- 30-50% cost savings upon installation
- 20-30% savings on monthly phone bills
- Easy to use, manage, and expand
- Seamlessly connects to remote offices



But finding the right phone system for your business, from a company you can trust, isn't as easy as it should be. There are various providers/resellers who install VoIP IP-PBXs, some with more limitations than others. Remember to carefully consider your installation partner as you plan the phone system that will take you into the future over the next several years.

Avaya Leads Worldwide Unified Communications Market in Key Industry Report

Avaya leads the worldwide unified communications (UC) market in revenues, according to a new Dell'Oro Group Enterprise Telephony Report. This is the first time the Dell'Oro Group – a research firm that provides market information about the networking and telecommunications industries – included unified communications research in its quarterly report on the enterprise telephony market and its vendors. According to the report, Avaya led in unified communications revenues in the third quarter of 2008 with twenty-two percent of the global market share, more than three points ahead of its nearest competitor. The total market in revenues for UC in the third quarter was \$3.1 billion, according to Dell'Oro Group. Dell'Oro Group's report also measured third-quarter 2008 results for the worldwide total PBX market, a category that includes IP telephony, traditional TDM technology, and hybrid telephony combining both IP and TDM technologies. Their report concluded that Avaya led the total PBX market in revenues with twenty-percent market share, six points ahead of its nearest competitor. This marks the fifteenth consecutive quarter that Avaya has led in the overall enterprise telephony market, based on Dell'Oro Group's reports.

About Us

TRI-STAR is a national telecommunications company that has been serving small, medium, and enterprise customers since 1996. Specializing in Avaya and Otel solutions, TRI-STAR exemplifies its commitment by providing new and refurbished equipment, a knowledgeable and friendly staff, and unparalleled customer service.

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