



# The TRI-STAR Telecom Times

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## Did You Know?

### Avaya Receives Spring 2009 SSPA STAR Award for Best Practices

Avaya announced it has been honored with a Spring 2009 STAR Award for Best Knowledge Management Practices from the Service & Support Professionals Association (SSPA), the largest and most influential association for technology service and support professionals.

Avaya was honored with this award for the company's knowledge management strategy, which includes repeatable, effective processes for capturing, publishing, and maintaining content in order to solve customer problems in a consistent and efficient manner. Avaya's key services tool in this area is the InSite Knowledge Management Application, which contains over 100,000 articles that are available to customers and partners with an Avaya Maintenance contract. Its advanced search capabilities deliver meaningful information, documents, downloads, and troubleshooting tips to help users.

The STAR Awards are among the highest distinctions given in the service and support industry, identifying and acknowledging companies of all sizes and their contribution to the continual improvement of service and support delivery industry-wide.

## About Us

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



## Unified Communications - Is 2009 the Year?

Research of companies that have implemented Unified Communications (UC) shows significant business improvements:

- 29 % higher customer satisfaction;
- 27 % higher employee satisfaction;
- 20 % more time for mobile employees to do their jobs; and
- 18 % more sales as a result of shorter proposal cycle times.

### Contact Tri-Star for Tips on a UC Plan!

For many organizations, the challenge of migrating to an enterprise-wide UC can be daunting. To learn more, click below to request your free copy of *Tips on Creating a UC Plan*.



[Send me a copy of \*Tips on Creating a UC Plan\* via E-Mail!](#)

## The Value of UC

UC can speed decision making, approvals and problem resolution, generally shortening the time to realizing critical operational objectives.

UC adds value at both the communications and business levels. The former comes from eliminating the barriers to effective communications anytime, anywhere over any device.

Just imagine how much more cost- and time-efficient your business can be if callers are able to connect to your workforce more reliably and consistently! Are they currently forced to spend an inordinate amount of time transferring through auto attendants and leaving word for a call back? Customer satisfaction, loyalty and sales could be heightened if callers could get through to a live company representative more regularly.

UC helps connect callers to your business by simply integrating 3 key pillars of communications: Mobility, Presence and Messaging. You will never have to worry about your communications system becoming obsolete, hardware upgrades, large service contracts or integrating your e-mail and Internet servers! At the business level, value comes from hiding the inherent complexity of multivendor communications environments, and delivering these as software services.

Further, UC presents senior executives with an opportunity to realize significant returns on investment, while driving enhanced productivity and enabling ongoing total cost of ownership savings. UC solutions are capable of wringing inefficiencies from business processes and can more than pay for themselves in as little as six months.

[Contact Tri-Star](#) for more information.

## MEMORIAL DAY BLOW-OUT!

<b>5410 Digital</b> NEW! CALL 	<b>6408D+</b> Like New! CALL 	<b>Avaya 4620SW IP</b> Like New! CALL 
<b>IP400 24 PRI T1</b> Like New! CALL 	<b>IP400 Digital Station 30</b> Like New! CALL 	<b>Avaya 4610 one-X Quick Edition</b> NEW! CALL 
<b>Avaya MM712 DCP 8-Port DCP Module</b> For use with G700 & G350 Gateways Like New! CALL 	<b>Avaya MM710 T1/E1 T1 Module w/CSU</b> For use with G700 & G350 Gateways Like New! CALL 	<b>ABT-35 Wireless Headset</b> <i>Call for Quantity Discount</i> 

## OFFERS GOOD WHILE SUPPLIES LAST!

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