

How can a converged network save you time and money?



RESULTS can help.



For years, most companies maintained separate networks for voice and data. But technology has evolved. Today, adding your telephones to your IP data network makes good business sense. Managing a single, converged network is easier and more cost-effective than maintaining separate networks — resulting in a real competitive advantage.

The Future Is Now...And It Includes Converged Networks

The days of having separate networks for your data and telephone systems are over. And with the growing importance of video as a significant component of your company's internal and client communication programs, a converged network makes even more sense. Today's companies aren't deciding *if* they should transition to a converged network — but *when*. Current PBX technology is becoming obsolete, so leading companies are using convergence as a competitive strategy. If you aren't developing a better network, it's safe to assume that your competitors surely are.

A Clear-Cut ROI Justification

Possibly the biggest argument for a converged network is the strong ROI analysis. Transitioning to a voice and data unified network is one of the few changes that can bring about a dramatic and measurable reduction in expenses and other revenue-impacting benefits.

Direct Cost Savings

- Having a single network for voice, data, and video can only drive costs in one direction — down.
- Diverse networks carry growing costs and inefficiencies. A single, converged network allows for substantial hardware savings and dramatic savings on maintenance.
- Because converged networks allow for toll-bypass calling on the company network, intercompany long distance charges and monthly conference calling costs are immediately eliminated.
- By integrating video within your network, you can significantly reduce your travel budget and increase productivity by cutting intercompany travel.
- Just one management and support system is needed to control the entire voice and data infrastructure.
- Just the reduction in the cost of moves, adds, and changes can justify the initial cost of an IP telephony system.

62% of IT Executives are already using IP telephony, and another 19% are conducting trials.

Scalability

- With a converged network, expanding to new locations is as simple as plugging in a new "office in a box" for instant functionality.

Improved Productivity from New Applications

- Converged networks support a mobile work force, allowing the right people to do the right job wherever they happen to be.
- Employees can plug in anywhere and automatically route phone and data to their current work station.
- Unified messaging allows employees to manage fax, e-mail, and voice mail from a single mailbox.
- Flexible audio and video conferencing can be used spontaneously, allowing employees to work together remotely — which saves on travel costs and improves productivity.
- The enhanced intelligence inherent in converged networks allows for automation while promoting more effective customer relationship management.

Convergence: A Competitive Differentiator

The biggest challenge facing companies who are investigating convergence is to understand their vision for this technology within their organizations, and how it can change the way they do business. The key is to look past the dial-tone and toll-bypass savings alone and think about how IT telephony can open new revenue streams, enhance profitability, and drive new levels of customer and employee satisfaction.

IP Telephony allows you to integrate existing applications with your communications platform. For example, when the phone rings in your Customer Service department, a "screen pop" can appear on the CSR's monitor with specific customer information — before the call is even answered. Unified messaging and "auto attendant" features can also improve the flow of communications in your office. Doing more with less is a common goal in today's workplace, and a converged network can help you turn that goal into a reality.

Convergence can be a key enabler in your strategy to differentiate yourself competitively. Talk to RESULTS about your goals, and we'll help define a technology solution that supports them.

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