

Voice & data  
communications  
for business.™

Serving NE clients  
for more than 28 years.

800-443-6372

www.generalcom.com

# THE GENERAL'S LINE

SPRING 2007

The newsletter from General Communications Corporation

## MESSAGE FROM THE PRESIDENT



This year many of our customers are upgrading their current systems to include new VoIP features. If your company would like information on how to take advantage of the benefits of VoIP, give us a call at 800-443-6372. Our staff will be happy to

explain how your system can be upgraded.

This past year marked a milestone for Michaela Sterling, Vice President, and Bruce Kamin, Senior Account Executive. I was proud to honor them for their 25 years of dedicated service to GCC. We celebrated the occasion with a fun-filled trip to Key West, Florida.

**Paul F. Denaro**, President



*Congratulations for 25 years at GCC!  
Michaela and Bruce display phones from 1981 and today.*

## Battery Back-up Key to 24/7 Reliability

One of the most important preventive maintenance items for your phone system is a full battery back-up (BBU). In the event of a blackout, the BBU will kick in and keep your entire telephone system running for one-to-six hours, depending upon the type of BBU purchased. In environments where the batteries are not used often, they will lose their capacity over time, and will not have the resilience they had when they were new (think...use it or lose it). Conversely, a BBU that is called upon more frequently will go through many cycles of discharge and recharge, and will have a longer run life. We recommend you replace batteries every three-to-four years. If you have a BBU provided by GCC, please contact us if you are uncertain of its status and our technicians can test the unit and replace batteries or the entire BBU if required.

## TeleTOPICS

### Why GCC Offers Phone Systems from Several Different Manufacturers

The truck business is quite diverse. Manufacturers build several types to fulfill different trucking requirements. One model truck definitely doesn't fit all.

It's no different with phone systems. PBX manufacturers build systems with different levels of power, flexibility, features, and attributes. Like the truck biz, one PBX platform is not perfect for every business.

There's certainly continuity among telephone systems. Let's say all modern systems have 85% commonality and have features like speed dialing, speakerphone, and caller-ID. Voicemail, once reserved for bigger and richer firms, is now ubiquitous across the business world.

It's that last 15% percent that separates the breeds; that brings not only differential advantages in power and flexibilities, but also the operational personalities that favor one system over another for specific applications.

Personality? Absolutely. The way a system operates can be more important than a host of upscale features. Case in point, a retail store would be better served by a system with a simple key system operation and straightforward set layout than a high-end product that may have more bells and whistles but operates only in a pooled-line environment.

For those firms that can benefit from a potent product

*continued on page 2*

## ShoreTel VoIP Off to a Great Start

The ShoreTel systems that we have installed in a number of organizations throughout New England are getting rave reviews from customers. ShoreTel has a completely integrated VoIP/IPBX system that allows for one point of administration for telephone/auto attendant and voicemail across multiple systems and remote locations.

GCC recently hosted two comprehensive, four-day training sessions taught by ShoreTel technical experts. In addition to the GCC team, other organizations from around the country, such as Viacom MTV, sent technicians to learn more about the implementation and maintenance of ShoreTel systems.



## Customer Profile:

### Conover Tuttle Pace



*Conover Tuttle Pace's new headquarters in Boston*

Fred Conover knew it was time to move from Lynnfield, MA, to Boston. He wanted the agency to be closer to the ad hub in Boston and the many talented people who live in the area.

Founded in 1996, Conover Tuttle Pace creates advertising, public relations, and integrated marketing campaigns for clients including GMAC Bank, Adidas, and the National Thoroughbred Racing Association.

"When we started planning our move, we knew we wanted to take advantage of VoIP technology in our phone system," said Fred. "We thought we would have to purchase a whole new, expensive system, but we consulted our sales executive Bruce Kamin who originally sold us the system in 1996 and found out that we could have all the functionality we wanted by

*TeleTOPICS - continued from page 1*

with exclusive or semi-exclusive features, the added initial investment may be quickly transformed into value-added productivity tools. For example, we realize that many companies spend hundreds of dollars each month using outside conference services for audio meetings. If this is the case, we may recommend a system with a built-in meet-me conference bridge. It's not unusual to find that bringing conference bridging in-house pays for the entire phone system!

Conference bridging is just one of many attributes that can separate systems. There are many application variables that can be combined to provide a full suite of services to serve our clients' needs. We take pride in helping customers design the best solutions using selected products from reputable manufacturers.

### GCC's Products & Services

- Digital Systems
- VoIP Systems
- Auto Attendant/  
Voicemail
- Unified Messaging
- Voice and Data  
Cabling
- Call Center Solutions
- Call Logging/  
Reporting
- Call Accounting
- IVR/CTI
- Wireless Office  
Systems
- Paging Systems
- 24/7 Emergency  
Service
- Remote Service
- Demo Center
- Service Plans
- User Training

**800-443-6372**

upgrading our present Toshiba system. We now communicate with people on our staff who work remotely as if they were right in the office by using their 3-digit telephone extension. They check voicemail and make outgoing calls no matter where they are. GCC upgraded the system and made sure that it was working perfectly. As always, GCC did a great job for us."

# Special Money Saving Offer

**Add VoIP to Your Existing Telephone System & Receive a FREE IP Phone \$338 Value!**  
Curious about VoIP? Do you want to see for yourself how it can enhance your system's flexibility and productivity? Now is your chance to add VoIP to your existing system and receive a FREE VoIP phone. Call us for more details. Offer ends July 31, 2007.