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# THE GENERAL'S LINE

SPRING 2006

The newsletter from General Communications Corporation

## A MESSAGE FROM THE PRESIDENT

In the Spring Edition of the newsletter, I always make a point of mentioning that April 1st is the anniversary of General Communications. I founded the company 27 years ago, and we owe our success and accomplishments to our dedicated employees and our loyal, appreciative customers. Thank you!

This year, we are seeing many exciting software and hardware enhancements to our product lines. We are adding VoIP technology to many of our customers' TDM telephone systems, and this technology is helping to ensure that their systems will continue to meet their business growth and development needs. You now have the choice of whether to choose a total IP solution or stay with a mix of IP and TDM technology.

I am pleased to report that we recently signed an agreement with ShoreTel™, of Sunnyvale, California, to carry its line of VoIP telephone equipment. ShoreTel has gained significant market share by making customer satisfaction their number one priority. ShoreTel is the fastest growing IP PBX company in the United States. Please call me or your General Communications account executive for more information and a demonstration.

**Paul F. Denaro**, President

## Check Out Our New Website [www.generalcom.com](http://www.generalcom.com)

We have made substantial additions to our website, [www.generalcom.com](http://www.generalcom.com). You can learn more about our company and services, read our past newsletters, ask a question of the Telecom Guru, and even request a service call or quote online.



Tadiran America recently honored GCC as one of the firm's 2005 Elite Performers. Ron Bregman, President and CEO of Tadiran Telecom Inc., (r), presented the award to (l to r): Paul Denaro, President, GCC; Michaela Sterling, Vice President, and Bruce Kamin, Senior Account Executive.

## TeleTOPICS — What's News

### **TOSHIBA**

#### A Converged Name For a Converged System

Toshiba has changed the name of its IP-enabled platform from CTX to CiX across the entire line. Previously, only the Model 200 server-based system was designated CiX.

Starting with release V3.0 software, Models 100 and 670 share the same technologies and capabilities, hence the change to a single CiX label.



#### Toshiba's New 3200 Series

Toshiba is now shipping its new 3200 series of key sets. They feature slightly larger, one-touch programmable buttons, high-performance speakerphones, and a more modern look. There is no price difference from the 3000 series they are replacing.



#### Coral Release 15 has SIP Support

Tadiran is releasing Version 15 for the Coral platform. The big news is the support of the industry standard Session Initiated Protocol (SIP) endpoint devices. SIP is an agreed-on set of standards that defines how devices exchange information. With SIP, communication sessions can include voice, text, instant messaging, and video.

**Coral IPx-OFFICE All-in-One Released.** Coral IPx-OFFICE combines a VoIP PBX, router, firewall, switch, and Wi-Fi in one convenient package.

### **Telrad Conneqy** ✧ Telrad ADVANCEip 3.0 Released

Telrad's ADVANCEip is the new name for its popular VoIP-enabled digital phone system. Release 3 supports system-to-system networking over IP, and multiple Telrad systems can be connected via the WAN to act as one enterprise-wide PBX. Shared voicemail, trunking, and attendant functions are all attainable. Telrad has also introduced the Avanti 3000-IP set for businesses that want a low-traffic VoIP set at a lower price point than the very versatile Avanti 3015 IP.



ShoreTel's strength is designing native VoIP phone systems that connect multiple offices through a single maintenance portal. Headquarters, regional offices, and remote workers can all be seamlessly integrated, and employees can be fully connected wherever they go. ShoreTel's systems are setting new standards for IP functionality while reducing telecommunications costs.

## Customer Profile: Elder Service Plan of the North Shore, Inc.

Elder Service Plan of the North Shore, Inc., is an innovative organization with programs that help seniors continue to live in the community. They provide a comprehensive range of preventive, primary, acute, and long-term care services.

A member of the national PACE Association, Elder Service Plan has four locations in Lynn, one in Beverly, and they are planning an expansion into Gloucester.

“As we opened new locations, we just purchased phone systems, so we had four separate systems,” said Carol Suleski, Executive Director. “When a client called looking for a person who was in one of our other locations, they had to hang up and dial another number, which could be

unsettling for seniors. It was not customer friendly.

“We consulted General Communications, and they recommended a totally integrated Toshiba system that uses VoIP technology. Now when a client calls, they can be transferred to any of our locations.

“In addition, our staff can communicate internally by dialing a four-digit number, so we are saving on phone costs as well.

“GCC is very responsive to our needs. The transition from the old system to the new went very smoothly. They gave our staff training at each of our sites, and they scheduled it at eight in the morning before our clients arrived.

“When we find a new location in Gloucester, we will



Elder Service Plan headquarters in Lynn

work with GCC, and it will be easy to add to the phone system. Scalability was a big consideration when we chose our system.

“Working with GCC has been a wonderful experience.”

### 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

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