

Voice & data
communications
for business.
800-443-6372

THE GENERAL'S LINE

SUMMER 2004

The newsletter from General Communications Corporation

A LETTER FROM THE PRESIDENT:



I am pleased to announce that 2004 marks the 25th anniversary of General Communications. It was 1979 when we opened our doors for the first time in Medford, Massachusetts. During this time we have forged relationships with customers and employees that have helped us become a leader in our industry.

While much has changed during the past 25 years, one thing has remained the same. General Communications is committed to working hard for its customers and providing the highest quality equipment and dependable service.

Our staff joins us in this commitment and in thanking you, our loyal customer, for helping us reach this major milestone. As we move further ahead, General Communications will be at the forefront as new technology continues to emerge. Please check our website at www.generalcom.com as we continue to keep you informed of new products, services and special offers.

I am proud of our success and want to thank our employees, valued customers, suppliers and friends for all their support.

Paul F. Denaro, President

Customer Profile:

US VETERANS BUSINESS AFFAIRS

Tadiran Coral Government Systems Division — General Communications recently partnered with Tadiran Coral Government Systems Division to install an extensive Coral Flexicom telephone system for two New England offices of the US Veterans Business Affairs (VBA). The need for a **state of the art telephone system** was clear considering both VBA offices were being overwhelmed

center, allowing the VBA to **process numerous calls with speed and efficiency**. These sites will soon become part of a "Virtual Information Center" (VIC), a powerful component of Coral Flexicom that allows inbound callers, typically US Armed Forces veterans to be routed



business lines with varying phone needs requiring imaginative group and automatic call distribution configurations. We appreciate your assistance and the training provided to our staff. We are most appreciative of the documentation left for us which is easy to follow and allows us to move phones at will as employee responsibilities change. We are very pleased with the CORAL phone system and consider this a prudent purchase.

Alan K. Stewart, Veterans Business Affairs



Customer Testimonial

Just wanted to thank you and your staff for the installation of our new Coral Phone Switch. Your pre-installation visit, on site installation, and post installation assistance made this a nearly seamless transition for our employees. As you are aware we have three (3) different

with inbound call traffic and had little or no call management statistics. The installations at the Providence, Rhode Island, and Manchester, New Hampshire VBA offices included a sophisticated inbound call distribution

to the appropriate call center agent who can be located at any VBA office in the country. The VIC will enable VBA offices to realize **significant cost savings** as well as better serve our well deserving service veterans.

Special Offers

✓ General Communications Begins Pilot Program

Are you having difficulty choosing the right Telco carrier to provide dependable and reliable connections and service?

General Communications has developed a pilot program with PAETEC Communications, a national integrated service provider to provide quality, cost effective voice and data services to customers. PAETEC has earned our confidence in their service and capabilities.

Call today and let us tell you how our relationship and experience in providing local, long distance, and international voice services, as well as high speed internet access, VPN, and MPLS solutions will bring consistency and cost savings to your business.

We are also offering a promotion during the month of June . . . all General Communications customers signing up for data services will receive one month of service at no charge!

✓ Special Toshiba Incentives!

Owners of Toshiba DK-16, 40, 280 and 424 Systems: Toshiba Now Offers Direct Rebates on System Upgrades.

Upgrade any Toshiba DK system to the new VoIP enabled CTX system and receive a substantial rebate directly from Toshiba! Toshiba Loyalty Program makes it happen!

Toshiba's legendary quality and reliability, along with cash back and a free warranty upgrade will convince you that there has never been a better time to upgrade your equipment. Upgrading is simple . . . nearly all telephone sets, voicemail components and cards will migrate over to the CTX.

Please contact Lori Cognata at General Communications 781-756-5808 and she'll email or fax you the full details of the program. Act now! This limited time offer ends on July 31, 2004.

What's new from the Telecom Guru . . .



VoIP 101 . . . Keeping You Connected to Your Office When You're Not There

Hello, class. I am Professor Kamin. Today's lesson is about Voice over Internet Protocol, or VoIP. In this lesson, we will not be talking about the use of VoIP as a substitute for regular outside lines or in-office phones. Today's lesson is about how your phone system can use VoIP to link outside employees and branch offices as if they were in the same location.

There are two real benefits to using VoIP. The most popular application is to have an extension off-premise without the need of a costly leased line. In the past, a phone extension in a home or branch office required leasing an expensive off-premise extension (OPX) line, and only a single line, home-type telephone set could be used.

Rather than using a dedicated OPX line, a VoIP extension uses the Internet and requires a broadband connection (T1, DSL, Cable Modem, etc.) on both ends. A VoIP phone set can be used to communicate with the corporate system, and many sets are VoIP versions of the phones you're using today. This is great for telecommuters, road warriors and call-center agents who work at home.

The other popular application is to use VoIP to network multiple sites together. Many companies already utilize a Wide Area Network (WAN) to transport data between PCs on an enterprise-wide basis. We can now utilize the WAN (or even the public internet) to link a company's multiple sites so their individual PBX's work together as one.

If you want to be voice-linked to your office from anywhere a broadband connection is available, feel free to call Bruce Kamin, the Dean of the College of Telecom Knowledge, at 781-756-5124.

