DIGITEL

Jerry McKenzie
President

Digitel Systems Inc. Educates Small to Mid-Sized Businesses on the Power of Unified Communications

Region's Leading Provider Helps Companies Understand the Advantages and Pitfalls

VANCOUVER, BRITISH COLUMBIA – July 25, 2013- Digitel Systems, a leading provider of unified communications, announced today that the company is spearheading a campaign to educate small to mid-sized businesses on the power of unified communications as well as the most common pitfalls companies face when deploying this type of technology. In past few years, it's become quite clear that cloud computing has phenomenal potential to change the way in which businesses operate. The ability to bring various systems together seamlessly and heighten overall office efficiency is driving this growth. However, with the surge of cloud-based solution deployment there are a number of SMBs that run into avoidable mistakes. Digitel Systems has taken it upon itself to share some of these findings with their business community.

Many organizations run into trouble when they look to deploy unified communications as quickly as possible, overlooking the fundamental need for security. The very nature of a virtual environment is one where devices are run remotely and without taking proper precautions, a company can

very easily compromise the integrity of a network. Decision-makers can avoid this mistake by taking a step back to understand the existing network infrastructure and planning how new technology can fit into it. Proper planning is vital to the health of any network.

Another issue that comes up is when companies deploy unified communications solutions impulsively. Many SMBs find themselves fixating on gaining specific functionality, like presence or video conferencing, and forget to assess profitability. Many organizations forget that the foundation of launching new technology is to increase productivity *in order to increase profitability.* Both IT and finance departments must evaluate unified communications technology and potential benefits and must have ways to measure gains. Without this, there is simply no reason to adopt technology.

While launching unified communications is a heavily technical endeavor, many executives simply hand-off the responsibility to IT departments without further involvement. Technical staff is great at increasing efficiencies within a business, yet oftentimes, the most efficient practice isn't necessarily the most effective. For example, the most efficient customer service

methodology may be to email every customer a comprehensive FAQ every time a question is generated, however many customers prefer to speak one-to-one over the phone to resolve issues. In other words, decision-makers that are guiding the processes in a business, have a better perspective on what functionality is important to keep, even if it costs a little extra. This is how SMBs can start to leverage technology like unified communications to create competitive advantages in their industry.

Furthermore, management also needs to be involved in the deployment of a unified communications solution, so it can affix result-based measurements to determine ROI on the investment. "We've always concerned ourselves primarily with our customers bottom line," states Jerry McKenzie, President at Digitel Systems. "It's our job to take a global approach to understanding their needs and treat their business as if it were our own. Adopting new technology has many advantages, but only if it leaves our customers in a better, more productive, more profitable place. We've developed many points of differentiation over the years but this is the key idea that can explain our success to date. We believe it to

be our duty to keep our customers aware of the risks that technology poses in addition to the opportunities it brings as well."

ABOUT DIGITEL SYSTEMS INC.

Founded in 1984, Digitel Systems is a leader in voice communications in British Columbia. The company's mission is to increase its customers' profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Digitel Systems is the only provider that protects its customers from the two risks of technology – obsolescence and cost. Digitel Systems has earned the position as the market leader and it customers' business through quality products and services.

As a premier member of Technology Assurance Group, Digitel Systems is the ultimate resource for business phones systems, using voice over internet protocol (VOIP), session initiation protocol (SIP) and audio/web conferencing. Digitel also provides comprehensive disaster planning and recovery for local and wide area voice networks.

Digitel Systems delivers future technology today! For more information please call 604-231-0101 or visit www.digitel.ca.