

## Bryley Tips and Information January 2011

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### 1. Increase your profitability with Avaya IP Office telephone system

Small and mid-sized businesses (SMBs) are always looking to maximize profitability by increasing revenue and decreasing costs. And as all revenue comes from client retention and base inflation it is obvious that SMBs need to find and maintain a specific and tangible advantage over their competitors, especially during the economic recession. But how do SMBs stay competitive in the world of large enterprise? Fortunately, SMBs have a secret weapon: their smaller size affords them vastly superior client familiarity. Exceptional client service and support is how SMBs stay competitive with larger enterprises and their glut of resources. So how does an SMB increase client service and satisfaction while decreasing spending? It is as simple as leveraging the powerful and cost effective technology of an SMB phone system. With Avaya IP Office, you can enhance client service through increased employee productivity and optimized business communications while simultaneously decreasing total costs.

#### Increase productivity

The first component of client service is doing the work your clients have paid you to do. Clients want you to be reliable, fast and efficient. When your business is hit with downtime – due to adverse weather, rampant illness, employees on the road, or system complications – your employees cease to be productive. According to Lawrence C. Miller –author of *Small Business Unified Communications for Dummies* - lost productivity costs an SMB approximately \$20,000 annually in lost profits and clients. IP Office guarantees maximized uptime through increased employee productivity and system security.

- **Mobile office** - With IP Office your cellular phone works just like your office phone allowing you the same communications efficiency you would have if you were sitting in your office. Forward, transfer, toggle, conference and put calls on hold even when you're on the go. Now your employees can be accessible, responsive and productive from anywhere: whether they're out meeting with clients or stuck in traffic.
- **Home office** – With IP Office your home phone and PC stay seamlessly connected to your business network. You no longer have to fear the productivity repercussions of a snowstorm or very disruptive cold.
- **Increased system security** – IP Office takes proactive measures – such as email notifications – to ensure that your system is always responsive, fast, and reliable: keeping your productivity optimized at all times.

## Optimize communications

Doing the work that is expected of you is only half of the client service equation. The other half involves effective communications. Your clients want to know that they can always connect with you, quickly and easily, and with IP Office you can.

- **Single Number Access** - Your clients do not want to memorize and try several numbers before they reach you. IP Office gives you the simplicity of one number of access which will ring all of your lines simultaneously (and send you an email), guaranteeing that you are reached quickly and hassle free.
- **Call Coverage** – Vastly superior to call forwarding, Call Coverage allows your employees to customize call routing based on the caller, time of day, and their availability.
- **Presence and Availability** – With Presence and Availability, clients can know when and how to reach your employees. Through the familiar PC interface of business email the feature displays whether or not an employee is in the office/on the phone as well as preferred time and method of contact.
- **Optimized message management** – A single voicemail and unified messaging put all of your messages together in one location with one voicemail for all lines and a single inbox for all of your messages regardless of format. With cross-media reply, you can respond to any message in the format of your choice with text-to-speech even converting your emails into voicemail so that you may check them on the road with your mobile phone. A new visual voicemail utilizes the familiar PC interface to make message navigation easy and efficient: now you can get back to messages in order of priority, not in the order in which they were received.

## Decrease spending

Not only can IP Office optimize client service through maximized productivity and communications, but it can also whittle down your business expenses.

- **Telecommuting** - The average facilities costs of an SMB are \$5,000 per employee per year. Having a selection of employees work from home could save your company thousands of dollars annually: on energy expenditures, travel expenses and rent. If you decide to incorporate telecommuting into your business strategy, IP Office can make the transition seamless. IP Office even comes with a 64-party conference calling bridge, saving you the additional money in third party conference calling installation charges.

Not only can IP Office and telecommuting save you money, but it can also boost your business in other ways:

- **Get the talent you need** - Now you can acquire the talent you need, regardless of zip code, as your employees can work from anywhere.
- **Go green** - Telecommuting cuts down on energy and carbon emissions, meaning that you can boast a green business status: something of increasing importance to clients.
- **Boost morale** - Telecommuting also retains key staff members by boosting moral through the flexibility of hours and work space as well as through the time and money they can save on commuting.

## **More than just a phone system**

IP Office is more than just a phone system. It is a valuable and powerful business tool that can maximize your profitability. IP Office increases revenue and decreases costs through improved productivity, optimized communications and effective telecommuting.

Learn more about the benefits of IP Office by contacting Bryley Systems. (Bryley Systems is an Avaya Business Partner.) Call 888.280.5799 or email [Sales@Bryley.com](mailto:Sales@Bryley.com).

## **2. Three PC-replacement strategies**

Now that 2011 has arrived, perhaps you have begun to think of a few viable office upgrades. If new PCs are on that list, we at Bryley want to share three PC replacement strategies with you that are guaranteed to keep your costs in check.

### **Strategy 1: The trickle-down effect**

This strategy advises that you purchase only the new PCs you require and then provide the most computer-intensive employees with the upgraded equipment: the older PCs can then be passed down to less-computer-intensive employees.

#### **Pros:**

- You only need to purchase a few new PCs
- The fastest PCs are in the hands of your most computer-intensive workers

#### **Cons:**

- Your support costs will be greater since it takes time and effort to reconfigure and move PCs around the office

### **Strategy 2: Total office upgrade/annual replacement program**

Maybe you want to replace all of the PCs in your business. If this is the case, then you should follow strategy 2 and create an annual replacement program designed to refresh all PCs within three to five years. With this strategy, you purchase only a few new PCs each year, keeping your annual costs down, and then over a three to five year period all employees will have upgrades.

#### **Pros:**

- PCs are kept up-to-date: they are never older than five years
- Annual spending is kept low as only a few PCs are purchased each year

#### **Cons:**

- Computer-intensive employees must wait-out the replacement cycle for a new PC

### **Strategy 3: The hybrid**

This final strategy is a hybrid of the first and second. Like strategy two, you will create an annual replacement plan with the end result being a total-office upgrade in three to five years, but now in strategy three, you also incorporate the trickle-down effect each year, guaranteeing that the newest equipment goes to the most computer-intensive employees.

#### **Pros:**

- PCs are kept up-to-date
- Annual spending is kept in check
- The fastest PCs are in the hands of the most computer-intensive employees

No matter what strategy you choose, your employees will all be guaranteed newer PCs and you will only be purchasing a few newer models each year. These are failsafe strategies for keeping spending in check.

### **3. Symantec's list of best security practices**

According to Symantec, “protecting electronic information and communications against internal and external threats, data loss, downtime, or disaster is more than just important – it’s the foundation of your customer relationships, and the core of your business” (*Small Business Protection Guide*).

Symantec recently compiled a list of the 12 best security practices for a SMB. And as technology continues to change so quickly, making it easy to fall behind on protection, we think you should check it out.

**a. Close security gaps**

Protect network endpoints and not just parameters. Remember that your business laptops go out of the office and that visitors connect to your network.

**b. Integrate defenses**

Combine your antivirus, firewall, and all other security measures at endpoints while adding encryption.

**c. Patch software**

As threats continue to evolve in today’s sophisticated world of the hacker, be sure that you patch your vulnerabilities quickly by applying updates from software providers.

**d. Update virus definitions**

Be sure that your antivirus software recognizes all of the latest threats by keeping your definitions up-to-date.

**e. Alert employees**

Be sure that your employees know not to open attachments or click on links from unknown email senders. Also be sure that they are aware of the dangers attached to software downloads.

**f. Don’t invite trouble**

Be aware that file-sharing services and websites could install malicious code automatically. Make certain that your employees are aware of these sites as well.

**g. Strengthen passwords**

Implement company policy where passwords need to be changed often and where passwords must be complex – a combination of letters, numbers and symbols – and not something easily cracked such as a name or word.

**h. Schedule backups**

Be sure that you implement and enforce regular backups for all business data files.

**i. Backup complete systems**

Don’t stop at your servers and endpoints: be sure to also backup all operating systems, applications, configurations and settings.

**j. Keep off-site backups**

Be sure to keep replicas of your files and systems off-site so that you can recover your data in the event of a disaster.

**k. Test backups**

Don't wait until you need data recovered to see if your backup and disaster recovery plan is effective; by then it will be too late. Test your backup plan for resource, process and technical shortcomings.

**l. Get help**

Don't brave it alone. Find yourself a trusted managed service provider and IT partner who will understand and help your business with its technical requirements.

**Want to learn more?**

Contact Bryley Systems. Call 888.280.5799 or email [Sales@Bryley.com](mailto:Sales@Bryley.com)

**Resources**

*Small Business Protection Guide: Symantec*

**4. Announcements, news, and events**

**Service-ticket raffle winner**

Every month we hold a raffle with all of the completed service-tickets we receive. The prize is a Dunkin' Donuts gift card. Last month's winner was Linda Ryan of Warren Insurance Agency. Congratulations to Linda.

**Bryley Referral Program**

Those that refer Bryley Systems to potential clients automatically receive a thank you card with a gift certificate. If the referral results in a new client; we offer these thank-you options:

- Free assistance with a computer or telephony problem (sent as a referral certificate).
- A gift certificate of significant value.

If you wish to refer a business to Bryley Systems, please have them call Gavin at 888.280.5799.

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Client Service

If you have questions about, or issues with, our client service or response, please contact Beverley Denio, Client-Service Manager, at 978.562.6077 x201, or Gavin Livingstone, President, at 978.562.6077 x215. (Respective email addresses are [BDenio@Bryley.com](mailto:BDenio@Bryley.com) and [GLivingstone@Bryley.com](mailto:GLivingstone@Bryley.com).)

**Bryley's Client-Service Portal**

Over the past years, Bryley has made significant investments in our business systems and infrastructure to enable real-time communications regarding the timeliness and quality of services we deliver. A result is that client-service requests (with resulting service tickets) may now be added, viewed, or updated through our Client-Service Portal.

This real-time environment is available 24 x 7 at [www.Bryley.com](http://www.Bryley.com) by selecting "Client Login" from the upper-right corner of the home-page. Registered users may perform these functions:

- View the current status and details of their service tickets
- Enter new service requests
- Review invoices
- View reports

To use this capability, please contact Beverley at 978.562.6077 x201 to setup a username and password. Training is also available at no charge.

### After-Hours Emergency Calls

Bryley Systems operates 24 x 7; we respond to after-hours calls from our agreement-oriented clients with 24 x 7 coverage. We also respond to agreement clients without 24 x 7 coverage and to non-agreement clients; but charge for this service.

To request after-hours support; please call 978.562.6077 and select option 1 for Technical Support. Next, press 1 if you require computer-based support or 2 if you require telephone-system-based support. Then, leave a detailed message for the on-call technician who will return your call.

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### Contact Bryley Systems Inc.

Bryley Systems is a full-service, end-to-end provider of business-technology solutions, fulfilling the information technology needs of organizations throughout New England since 1987. Areas of expertise include:

- Managed Technology
- Computer-network performance and reliability
- Computer-network security
- Unified Communications

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- You have had business contact with Bryley Systems.

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