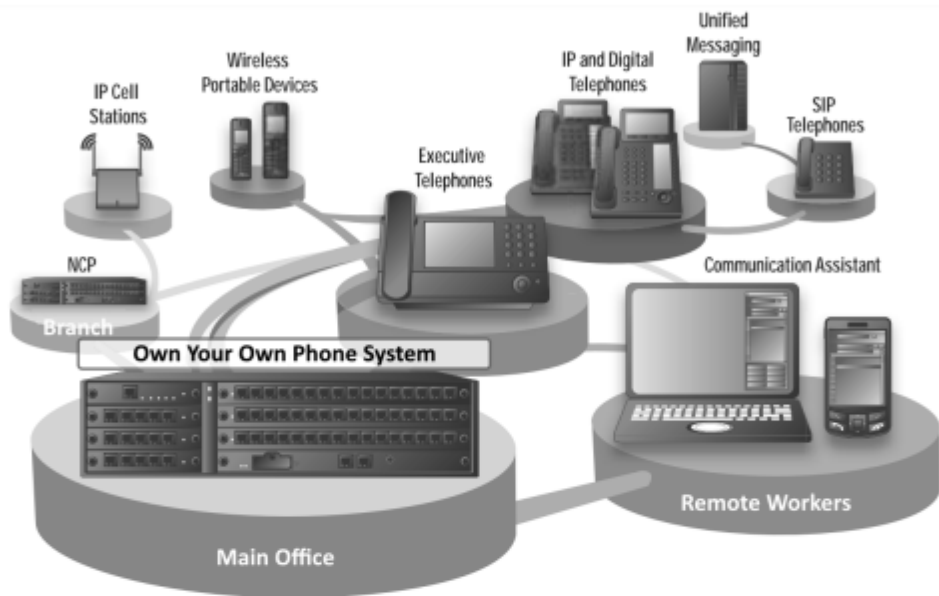
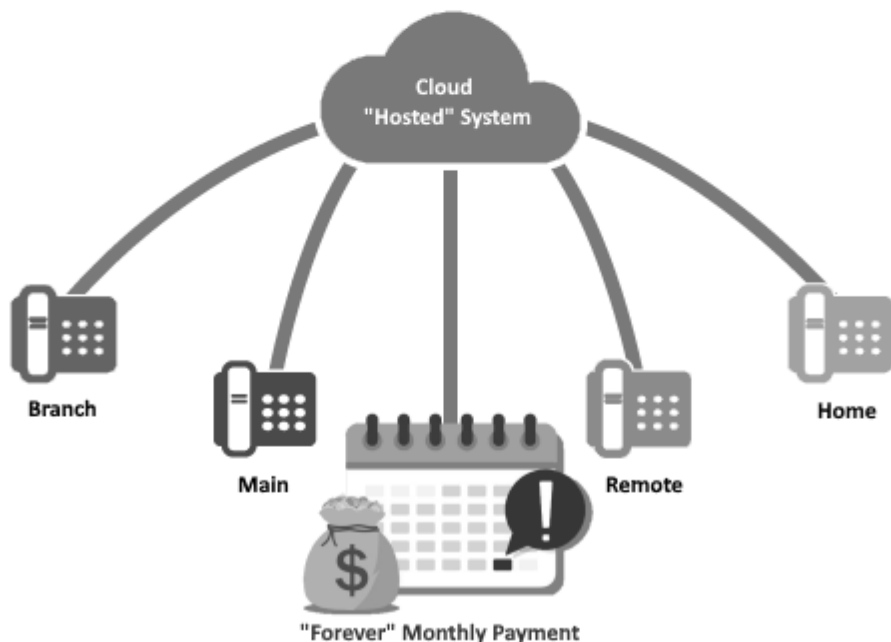


# END OF AN ERA:



# THE BEGINNING OF FOREVER!



## "The Only Options You Have Left..."

Michael R. Baumann II, Director of Operations, TRS Technology Solutions

# **END OF AN ERA: THE BEGINNING OF FOREVER!**

**“The Only Options You Have Left...”**

By:  
Michael R. Baumann II  
Director of Operations  
TRS Technology Solutions

I'm not wanting to be the bearer of "bad news" here, but the reality is: **Time Is Quickly Running Out.**

***In the very near future, you will NOT have an option to buy and own your own telephone system. You will be forced to sign up with an Online "Hosted" VOIP provider and pay Every Single Month for Every Single Phone...***

**FOREVER!**

**I've put together this book for a few reasons:**

- (1) To open your eyes to that impending reality...**
- (2) To help educate you, so you can better understand the options before you, so you can make the best decision for you and your business moving forward; and...**
- (3) To make sure you know – while you're definitely running out of time – it's not too late to make a decision that can help you OWN your phone system for the 5, 7, 10, maybe even 15 years...**

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## PREFACE

Every small business owner (*on the planet*) is facing the same dilemma; stuck in the same situation; and – for the most part – doing everything they can to \*not\* have to make a decision; hoping “*everything just keeps working...*”

Unfortunately, LIFE isn’t always that kind. And, LIFE seems to always know just the absolute worst times to force your hand...

***Things don’t break at the most opportune times, do they?***

***It’s seemingly always when you need it to work the most...***

The truth is simple:

One day, in the (*very near*) future, the phone system you’ve been using for, and let’s be honest hear, WAY TOO MANY YEARS ALREADY is going to fail.

That is just the nature of the beast. These systems were not designed to last decades. Phone systems, like pretty much all technology, should have a useful-life of about five to seven years.

However, since we install every system with Surge Protection and “In-Line” Battery BackUPS, I know many of you reading this right now have phone systems old enough to drive. Some of you have system old enough to vote. And, about 20 of you have systems that have “been drinking” for years now...

The problem is, getting a new phone system is no longer as simple as just buying another system...

If you wait too long, you may not even have the option to own your phone system EVER AGAIN.

And, with that in mind, I’ve put together this book.

This book is NOT ONLY a brief overview of the dilemma; a quick rundown of the options; and a dedicated effort to help you make the best decision – for you and you’re your business – moving forward...

IT IS ALSO the culmination and combination of other pertinent documents I've written over the years included in this one single-source so you have access to all of the best information I can give you.

It is – FOR SURE – my goal to provide you with the best information, and even a “quick look behind the curtain” so you'll know how the “Other Guys” are hoping to take advantage of you... and what they aren't telling you.

As you may have noticed in the TABLE OF CONTENTS, I have broken this book into three main sections:

- 1) The Countdown To Zero Options
- 2) Benefits And Features (*Of New Technology*)
- 3) Important Information (*I Don't Want You To Miss*)

This whole book is an easy read, and I'm certain you'll be able to make better decisions when moving forward with a new phone system.

By simply just knowing and understanding what your up against, you'll be able to more clearly state what it is you want and need out of a new system, and be more confident with decisions you make when moving forward.

It is my honor and privilege to have put this information together for you, and I certainly hope you know I'm here if you need me.

Please enjoy, and do not hesitate to call me with any questions.



# **SECTION 1:**

## **The Countdown To Zero Options**

## **WARNING TO ALL BUSINESS OWNERS!**

AS OF JANUARY 1, 2023, YOU WILL NO LONGER BE ABLE TO BUY YOUR OWN PHONE SYSTEM.

YOU WILL - FOR ALL INTENTS AND PURPOSES - BE FORCED TO SIGN UP WITH A “HOSTED” PHONE SYSTEM PROVIDER WHICH WILL THEN REQUIRE YOUR ENTIRE COMMUNICATIONS PLATFORM TO BE WHOLLY RELIANT ON THE STABILITY OF YOUR INTERNET SERVICE...

AND EVEN WORSE, YOU WILL BE REQUIRED TO SUCCUMB TO A “FOREVER” MONTHLY PAYMENT.

### **If You’re Receiving This Message Then It’s Not Too Late For Your Business!**

You have time to take appropriate action to protect your business from falling prey to a “Hosted” Phone System and the “FOREVER” Monthly Payment it comes with. You still have time, and more importantly, you still have options.

Before I get to the options, I want to clarify that a “Hosted” Phone System is **\*NOT\*** a bad option - IF, AND ONLY IF - you have the appropriate infrastructure to properly support a “Hosted” Phone System.

This first means, you must have very stable, very “clean” and very reliable Internet service. Literally Everything that happens on a “Hosted” Phone System has to use your Internet. We always recommend Fiber Internet if you’re going “Hosted” simply because it’s the “cleanest,” most reliable Internet service available. Cable Modem Internet, like through Grande, SuddenLink and Spectrum, are super-cost-effective, but not all that reliable and very inconsistent.

***If You Have Bad And/Or Inconsistent Internet,  
You Will Have Bad And/Or Inconsistent Phone Calls.***



Next, you have to have data cables everywhere you want a phone... Yes, this means in Break Rooms, Waiting Areas, Warehouses, etc.

Simply stated, “Hosted” Phones are network devices, and require a Cat.5/Cat.6 (computer-type) cable to connect them to your network. The good thing is, almost every “Hosted” phone has “Computer” plug/outlet on the bottom of the phone. This way, if so desired, you can use your current computer cord to plug into the phone (from the wall) and then use a second computer cord to plug your computer into the bottom of the phone.

***Adding New Structured Cabling Is Often A Larger Investment Than Most People Are Prepared For.***

Finally, you have to have the correct network equipment.

Some businesses find it prudent to set up a Voice Network totally separate from their Data network, requiring separate cabling and separate switches.

Some choose to share the structured cabling but “virtually” separate the networks with VLANs. Some share the network with both Voice and Data.

But regardless of which way they choose, they still must have the correct network hardware (routers and switches) to allow Voice to have the Priority, via Quality of Service (QoS) Settings, over the Data.

***This Often Requires An Investment In A New Router And/Or New Network Switches For Voice QoS.***

## **OPTION ONE: FULLY-HOSTED**

### **The Best Solution For Companies With A Large Percentage Of Remote Staff**

Simply stated: If a large portion of your staff works from home, or you have more than four or five remote/satellite offices, then a “Fully Hosted” system is the ideal solution.

There is no more cost-effective way to connect remote workers and offices than with a Unified Communications Solution—which is what a “Hosted” Phone System is today.

The benefits of having so many people connected from so many different locations is obvious. Specifically regarding the phone system, everyone can easily call and/or answer and/or transfer calls to everyone else, regardless of their physical location... This even includes making and receiving calls via Mobile and/or Desktop Apps.

### **Must Have Appropriate Infrastructure**

As stated above: Literally Everything that happens on a “Hosted” Phone System has to use the Internet.

This means each location and user must have solid, reliable Internet service available, as well as the correct network hardware to allow Voice traffic to have the priority on the network over the Data traffic.

If the Internet goes down at any location, those users will not be able to communicate through the Physical Phones and Desktop Apps... Not Even To The Phone 10 Feet Away In The Same Building. They may be able to function with the Mobile Apps, but only if they have them, and have them (and the FailOver Configuration) programmed correctly.

***Everything “Hosted” Relies Wholly On The Internet.  
If The Internet Is Down, So Is Your Business.***

## **OPTION TWO: ON-PREMISE ONLY**

### **The Best Solution For (Rural) Businesses With Limited Internet Access**

The unfortunate reality for many businesses in Central Texas, is they simply do not have access to reliable Internet. Whether they're in a rural community, way out in the country, or even just on the "wrong side of the street," these businesses are stuck with slow, low performing and often very inconsistent Internet service.

Which really means, there is no way they could ever subject any of their Voice communications to their limited (and often failing) Internet service. They're literally stuck having to use old analog, physical two-wire, POTS lines... BUT...

A strong benefit of the "On-Premise" phone system is that it can (often) use the old phone wiring to connect the new Analog and Digital phones available with today's new "On-Premise" systems.... Saving Potentially 1000's Of Dollars!

### **Limited Remote Possibilities**

There are a few different ways to connect your "On-Premise" system calls with remote users. Most of which utilize variations of Call Forwarding and/or tying up multiple system lines for one phone call.

For instance, you could have a call come in on Line One and then transfer to a Cell Phone using Line Two: Call comes in on Line One and goes out on Line Two. You tie up two lines, but now the caller is transferred to a remote user.

***If You Are Stuck With Bad And/Or Inconsistent Internet,  
This Is The Most Cost-Effective Solution.***

## OPTION THREE: THE HYBRID SOLUTION

### The Best Solution For Almost Every Other Business Out There

If you have an office space that at least 60% of your employees work from... and you have access to (*mostly*) reliable Internet, then you cannot go wrong with the Hybrid Solution. It brings the best aspects of Hosted and On-Premise systems together, into one box that you can actually own.

While three– and five-year payment options are available, you can also purchase the system outright; so either way you choose to buy, you'll never be stuck with a “Forever” payment... like with the Hosted options.

### Old Infrastructure Compatible

One of the best, most cost-effective aspects of the Hybrid Solution is you can easily use your old cabling. What most people don't realize until it's too late, is that Hosted Phones do not work on normal phone cables. As I mentioned on the first page, new Hosted Phones are actually network devices and require network (computer-type) cabling.

Most businesses nowadays, already have a lot computer cabling throughout their office, but they also have phones in locations that don't have appropriate cabling. Maybe it's in the Break Room, or Filing Room. Maybe out in the Warehouse, or on the Manufacturing Floor. Sometimes it's in the Office where the phone is on a different wall than the computer. There are also those facilities (*like churches*) that have lots of phones in places where there are no computers, or only use wireless for computers. *The older the facility, the more likely it is to have the wrong cabling.*

Regardless, what usually ends up happening—**After The “Hosted” Contract Is Signed**—is the business will have to invest a lot of money (*potentially thousands of dollars*) just to get appropriate cabling to the phone locations.

***This Is Not An Issue When You Go With The Hybrid Solution!***

The Hybrid Solution can support both Analog and Digital Phones, as well as the new IP Phones. This means that you can choose to put an Analog or Digital Phone at all of the locations that have old phone cabling only.

Not only do you save a bunch of money by not having to run new cables, you also get to save a little bit of money on the price difference of the phones (*Analog -vs- Digital -vs- IP*).

### **All Of The New IP And Remote Features Are Available**

This is **\*BY FAR\*** the “coolest” aspect of the Hybrid Solution. Not only do you get a system that supports your old infrastructure, Analog and Digital Phones, as well as your “regular” phone lines, you also get the best aspects of the Hosted Solution.

Do you have a Remote Office you want to connect to directly?

Do you need VOIP Phones for your Work-From-Home Staff members?

Do you need Mobile Apps for your On-The-Road Sales and Service Teams?

Do you want Automated Attendants that can route calls to other locations without tying up your local office lines?

### ***That's Exactly What You Get With The Hybrid Solution!***

Everything you need to optimize your business communications today, as well as everything you need to migrate towards in the future is available with today's Hybrid Solution... without having to rely wholly on the Internet.

And, maybe even more importantly:

***Without Being Stuck In A “Forever” Monthly Payment!***

# **YOU STILL HAVE TIME AND OPTIONS**

## **I've Made It My Mission To Help You**

There are so many things you need to know. It is my goal to help you learn everything about the various phone system options, and to be completely transparent. I want you to know the upfront costs, ongoing costs, hidden and/or “surprise” fees, as well as the short-term and long-term benefits of each option.

## **You Have Plenty Of Time To Make An Educated Decision**

At this point, you still have almost a full year to educate yourself about the various options, and how each will benefit your business moving forward. Once you have all the information, it will prove easy for you to make the best decision for the future of your company.

## **I Don't Want You To Fall Prey To Deceitful Tactics**

Unfortunately, not all of the “Other Guys” are going to be as open and transparent as I am. Their goal is to sell you a system, so they can make a commission, and that's it. Which really means it's their job to say just enough to get you to sign up, but not enough so you know how things could go wrong... or cost more.

## **You Currently Have Three Options To Choose From**

At this point in time (and technology), your options are (1) going with a “Fully Hosted” System - which will be totally reliant on your Internet service; or (2) going with a “Fully On-Premise Only” system which utilizes nothing over the Internet; or (3) you can go with “Hybrid On-Premise” and “Self-Host” Remote Phones and Mobile Apps, as well as take advantage of all the amazing benefits of Internet (SIP Trunk) Phone Lines.

***Your Own Hybrid On-Premise Solution Is BY FAR The Best Of Both Worlds:  
You Get Amazing Reliability With All Of The Remote And IP Possibilities!***

## NEXT STEPS: REACH OUT TO TRS

### You Have To Know We're Here For You

TRS has been serving Central Texas businesses since October of 1983. For basically four decades now, we've provided our clients with the most reliable technology solutions available.

My father, Mike Baumann Sr., started this business with three simple principles—that are at the core of our existence, even today:

**Value, Service and Integrity.**

It is, and has always been, our goal to make sure we provide you with the most cost-effective solutions available. You having the best, most reliable solution is much more important to us than the extra money we could make by selling more profitable, but much less reliable systems and equipment.

Panasonic Telephone Systems have been rated as the “World’s Number One Phone System” since the late 1990’s. With the longest “Mean Time Between Failure Rating” in the industry—meaning it last longer without breaking—which is exactly why we sell it, and exactly why you’re still using it.

As of January 1, 2023, Panasonic will no longer be delivering new phone system equipment to its distributors... and once that equipment is gone, it's gone. You will - **for all intents and purposes** - be forced to go with a “Hosted” system, which comes with a “Forever” monthly payment.

**But There Is Still Time! Reach Out To Michael Baumann Today!**



# **SECTION 2:**

## **Features and Benefits**



**In this section, I have provided information highlighting and overviewing the Panasonic Phone System, The Cloud Automated Attendant, SIP Trunks and The Two Hosted Providers I trust.**

With regards to the Panasonic system features, I do get a little lengthy on some of the descriptions, but I feel it's really important that you understand the capabilities and functionality the system provides. I really want you to be able to envision ways Panasonic (and the ancillary solutions) can help your business run smoother.

# PANASONIC PHONE SYSTEMS

## Panasonic NS Series Communication Servers

These systems *\*ARE\** the “Hybrid Solution” you read about in the last section. By owning your own Panasonic NS Series Communications Server, you are actually buying/creating (*have the ability to create*) your very own “Cloud” Voice and Unified Messaging Solution.

Meaning: **YES!**

You get all of the normal/standard phone system features, like Lines, Extensions, Ring/Hunt Groups, Paging Groups, Automated Attendant, Voice Mail, Music On Hold, Day/Night Ring, etc... PLUS...

**YES!**

You can have phones throughout the Main Office and Warehouse...

**YES!**

You can have phones – ON THE SAME SYSTEM – at a branch office...  
(or three; or ten; etc.)

**YES!**

You can have phones – ON THE SAME SYSTEM – for Remote/Home-based Workers...

**YES!**

You can have Desktop, Laptop and Mobile Apps and Softphones –  
ON THE SAME SYSTEM – for anyone, anywhere in the world.

**YES!**

You can share lines, direct-by-extension call to and transfer calls to anyone, anywhere – ON THE SAME SYSTEM – in the world.

**YES!**

You can take advantage of MANY Advanced Features...

Now, you may or may not know this, but I've personally been Certified on every Panasonic Phone System they've made since 1996. For almost 30 years, I've lived and breathed Panasonic Phone Systems... AND...

Thanks to my different, unique and creative (*solutions-oriented*) way of looking at things, I've been known to be able to make the various Panasonic phone systems do more than even the original engineers ever imagined.

I like to say I can make them "start your car and keep your coffee hot..." which is almost no exaggeration at all.

With decades of hands-on installation, programming and maintenance experience, I know exactly what these Panasonic phone systems can do... ***and more importantly, I know how they can help your business do more.***

Look, I'm not going to overload you with all of the individual/specific features associated with a Panasonic NS... But, I will say: Just the "FEATURES" manual for the system – Not Installation, Not Operating, Not Programming, Just The Features manual – is like 786 pages!

Needless to say, about 600 of those pages will not apply to your specific business, but there are some very powerful, call-handling and call-efficiency features available FAR BEYOND "VOIP" PHONES.

So with that said, here's a (somewhat) short list features and benefits associated with today's NS Series Communication Server:

## **LINES**

POTS Lines, Analog Lines, Digital Trunks or SIP Trunks

### Plain Old Telephone Service (POTS) Lines

**The original phone lines** that are straight, one-pair copper lines delivered by the local Telco (*AT&T, CenturyLink, Frontier, etc.*).

POTS Lines are usually the most-expensive (because they require the most infrastructure to work) and are coming from the Local Telco.

POTS Lines average around \$60 per line per month and may or may not include Caller ID and Long-Distance Fees.

### Analog Phone Lines

**The current phone lines** that are usually delivered via the “Competitive Local Exchange” (*like Spectrum, or Grande/Astound, or SuddenLink/Altice, as*) a Cable Modem Internet Service as a SIP Trunk “IN” and then converted to an Analog Phone Line “OUT” to work with an older phone system.

The problem with these types of lines, is that they are delivered as “Internet Phone Line” usually on a Shared Cable Modem (DOCSIS) platform – which is *\*NOT\** the most-reliable and/or stable Internet path – and then converted to Analog Lines via a Voice Modem.

The benefit of these Analog Lines is they are affordable. Usually \$40 or \$50 per line per month, but definitely include Caller ID and Unlimited (“Continental”) Long-Distance Service.

### Digital Trunks (Phone Lines)

This is normally now only a PRI, but I can think of one client still using a Dedicated T1 circuit for voice. Digital “PRI” Trunks can be delivered (via a 4-wire circuit) directly by the Local Telco, or a converted circuit (SIP-to-PRI) by a “Competitive Local Exchange” Provider.

These Digital Trunks (Phone Lines) use four wires (two-pair) to deliver multiple channels. 23 channels for the PRI and 24 channels for the T1. Both Digital Trunks can be “fractionalized” and deliver as few as 8, 12 or 16 Channels.

T1 Circuits do not deliver Caller ID Information, PRI Circuits do.

The biggest benefit of Digital Trunks is they are not a one-to-one, line-to-number scenario. With Digital Trunks, you get “talking channels” (*23 with the PRI, for example*) but you could have one or 100, or even 1000’s of phone numbers on that one 23-channel PRI.

***Digital Trunks Are What Most Businesses Use To Provide Their Team With Their Own Direct Inward Dial (DID) Private/Direct Numbers.***

Digital Trunks are often fairly affordable phone lines. They normally average out to \$20 to \$30 per channel, and definitely include Caller ID. The Local Telcos may still try and bill you for Long-Distance Calls.

**SIP Trunks (Internet Phone Lines)**

SIP Trunks are very similar to Digital Trunks but are actually delivered via an Ethernet (computer network-type) hand-off.

There is no set channel configuration, you can have one “Trunk” with as little as one channel, or as many as 100’s of SIP Trunks with 100’s of channels each... This is only limited by the phone system utilized.

Just like the Digital Trunks above, SIP Trunks are not a one-to-one, line-to-number. You can have as many numbers and/or channels you want and/or your system will support.

Another huge benefit to SIP Trunks is (basically) built-in Business Continuity and/or Business Resiliency functionality. Pretty much every SIP Trunk Provider will allow for a “Fail Over” number (like to an Answering Service, or Branch Office, or Cell Phone, etc.) should the system lose connection with the Internet.

Some SIP Providers even allow for “Fail Over” to Auto Attendants, which may or may not require an upcharge.

More often than not, SIP Trunks are the most cost-effective phone lines available. Averaging \$20 or less per channel with Long-Distance.

**\*\* Learn How BLUEFACE SIP Trunks On A Panasonic System Could Get You Three Channels For \$30 Per Month! EMAIL ME TODAY! \*\***

Now I know I got a little long-winded there with the PHONE LINES info, but I feel it is very important for you to know what the various options are, and how they may help benefit your business (*financially and functionally*).

## **EXTENSIONS**

Single Line, Analog, Digital, Voice Over IP (VOIP), SIP and Mobile

### **\*\*ANY\*\* Single Line Device Extensions**

This could be something as simple as a Fax Machine, Credit Card Machine, Standard “Home” Phone, Cordless Phone, etc. Or, this could be something as sophisticated as Security or Fire Alarm, a Door or Gate Controller, maybe even an Integrated RF Remote so your Phone System *\*can\** start your car.

Anything that works on a standard, single Analog/POTS Line will work on the Phone System as a Single Line Device Extension.

### **Proprietary-Only Analog Extensions**

Panasonic began making phone systems way back in the early 1970’s. Up until this most recent system release, Panasonic was fully backwards compatible. Meaning, you could take the very first Panasonic Proprietary (Analog, 6-wire) office phone and use that same phone on the (now “previous”) current system.

The NS Series Communication Servers do not support Panasonic Analog Phones, but the TDE and NCP Series systems do.

### **Proprietary-Only Digital Extensions**

AGAIN... Up until this most recent system release, Panasonic was fully backwards compatible. Meaning, you could take the very first digital proprietary office phone and use that same phone on the (“now previous”) current system.

The NS Series Communication Servers do support the Digital DT300, DT500 and DT600 Series Digital Phones.

The Panasonic TDE and NCP Series systems support all digital phones, including T7200, T7400, T7600, DT300, DT500 and DT600 Series Digital Phones.

### Proprietary-Only Voice Over IP (VOIP) Extensions

AGAIN... Up until this most recent system release, Panasonic was fully backwards compatible. Meaning, you could take the very first Netowk (VOIP) proprietary office phone and use that same phone on the (“now previous”) current system.

The NS Series Communication Servers do support the Network (VOIP) NT300, NT500 and NT600 Series Network (VOIP) Phones.

The Panasonic TDE and NCP Series systems support all Network (VOIP) phones, including NT100, NT300, NT500 and NT600 Series Network (VOIP) Phones.

Panasonic also offers a Proprietary Desktop/Laptop Softphone App that (almost) quite literally puts a desk phone on your (computer) desktop.

Panasonic Proprietary Telephones Will Include Fixed Buttons, Like **HOLD, TRANSFER, REDIAL, CONFERENCE, MESSAGE**, Etc., As Well As Flexible/Programmable Buttons That Can Be Used For A Multitude Of Features Including **LINES, EXT. DSS/BLF, SPEED DIAL, RECORD**, Etc.

### \*\*ANY\*\* SIP Device Extensions

Session Initiation Protocol (SIP) is an “open” media (Voice, Video and Data) transport standard, with everybody, their cousins, and their dogs trying to get in on the game.

There are literally 100’s of 1000’s of different SIP devices compatible with Panasonic NS Series Communication Servers. Including telephones from the largest of major manufacturers like Panasonic, Cisco, Polycom, YeaLink, etc., to the smallest and weirdest Internet of Things (IoT) manufacturers who want your refrigerator to call you when the milk is low.

This also includes all of the various Desktop, Laptop and Mobile Apps and Softphones that communicate via a SIP Extension.

### **\*\*ANY\*\* Mobile Extensions**

Mobile Extensions are **\*NOT\*** the same as Mobile Apps.

Mobile Apps are the Softphone applications that run as an extension on your smart phone. Mobile Extensions are – *for all intents and purposes* – direct phone numbers acting as system extensions.

Meaning, I could set up phone number 800-555-1212 as Ext. 1000 on the phone system. If anyone ever dials Ext. 1000, the phone system will simply route that caller to the phone number.

What makes Mobile Extensions really powerful is:

Let's say Ext. 1000 was your cell phone number...

AND YOUR SYSTEM WAS USING DIGITAL OR SIP TRUNKS...

And someone called and wanted to speak with you...

But you are out of the office...

I could transfer that caller to Ext. 1000...

It would ring your Cell Phone (*like a normal call*)...

BUT...

Not Only Can You Answer And Talk To The Caller...

You Could Also Place That Caller On A System Hold...

*Where They Would Hear The System Hold Music*

You Could Also Transfer That Caller To Any Other System Ext...

***Pretty Powerful!***

**Now I know (AGAIN) I got a little long-winded there with the EXTENSIONS info, but (again) I feel it is very important for you to know what the various options are – especially when considering that pretty much any Single Line Device, any SIP Device (or Softphone App), and any Phone Number could be used as an extension on your Panasonic system.**

**I think there should be a lot of freedom in knowing just how robust and accommodating the Panasonic NS Series Communication Servers are, and how that “acceptance” should help benefit your business in a major way.**



Ok, now let's look at some of the "Cool" and really Powerful Features that Panasonic NS Series Communication Servers include (right out of the box):

## **INCOMING CALL FEATURES**

### Direct Inward Line (DIL)

Provides automatic direction of an incoming call to a preprogrammed destination based on what line the call is coming in on, and what MODE the system is in (D,N,L,B).

### Direct Inward Dialing (DID)

Provides automatic direction of an incoming call to a preprogrammed destination based on what number the call is coming in on, and what MODE the system is in (D,N,L,B).

### Calling Line Identification (CLI) Distribution

Provides automatic direction of an incoming call to a preprogrammed destination based on the Caller ID the caller is providing, and what MODE the system is in (D,N,L,B).

### Intercept Routing

Provides automatic re-direction of an incoming or internal call to a preprogrammed destination based on the programming set for No Answer, Busy and Do Not Disturb (DND).

### Idle Extension Hunting

If a called extension is busy or in DND mode, this feature automatically directs the call to an idle member of the SAME Idle Extension Hunting group.

### Incoming Call Distribution (ICD) Groups

Incoming calls directed to an ICD Group are distributed to the members either all simultaneously, in a specific order or by priority, including Overflow for No Answer and Busy status. Members can Log In and Out of particular groups. Callers can be QUEUED and Groups can be monitored by a supervisor.

### Incoming Call Queuing

When the ICD Group is busy, callers can be QUEUED using Queuing Time Tables which allow for Outgoing Messages, Wait Times, Sequence Loops and Overflows. Queued Callers can be given their Position in Queue and Estimated Wait Time:

***“you are currently number seven in queue  
with an estimated wait time of four minutes...”***

### Call Forwarding

When an Extension User cannot answer calls (*e.g., they’re away from their desk, or on another phone call*) it is possible to have calls automatically forwarded to another destination.

**This is usually to the voice mail box, but can be to other extensions, Call Groups, and even other outside numbers.**

Call Forwarding options include:

All Calls, Busy, No Answer, Busy/No Answer

## **OUTGOING CALL FEATURES**

### Pre-Dialing

Any User with a Panasonic Proprietary Telephone (PT) can pre-dial, check and correct the entered number before it is dialed, while on-hook. The call is initiated when going off-hook.

### Intercom Calling

A User can call other system extensions using the “internal” line, also known as the INTERCOM. Intercom calling is also used for Paging and Ring Groups and other Internal numbers.

### Line / Trunk Calling

A User can access “outside” lines to make calls to others outside of the system.

Via programming, certain Users can be blocked from making calls from certain lines and/or to certain destinations (like International or Long-Distance calls).

### Conference Calling

A Conference Call allows for three or more parties to be connected to the same conversation simultaneously.

The Panasonic NS Series systems allow for up to a 8-Party Conference Call, with a maximum of 72 parties engaged in conference calls simultaneously... for example 9 eight-party conference calls ( $9 \times 8 = 72$ ) or 6 three-party conference calls + 13 four-party conference calls ( $(6 \times 3 = 18) + (13 \times 4 = 54) = 70$ )

### Calling Line Identification Presentation (CLIP)

When using Digital and SIP Trunks, each User can designate their Outbound Caller ID, per extension.

Flexible Buttons can be programmed with ICD Groups, and each of these ICD Groups can be given their own individual Outbound Caller ID (CLIP).

As an example, pretend your phone system supports three separate businesses: Dallas ABC, Austin 123, San Antonio XYZ, and Houston 789.

Your main location is Austin 123, so we'd program your phone's main CLIP to show the main number for Austin.

But, we'd also program the other three (Dallas, San Antonio and Houston) ICD Groups with their respective main numbers as their CLIP IDs.

Now, if you needed to make a call showing your Austin Caller ID number, you'd just pick up the phone and call out. BUT...

If you wanted to make a call showing your Houston main number as the outbound Caller ID, you'd simply press your Houston ICD Group button, dial 9 and the number, and the called party would see your Main Houston Number on their

Caller ID. The same would be said if you wanted to show the Dallas or San Antonio Outbound Caller ID: just press the appropriate ICD Group button, dial 9 and the number.

#### Automatic Line Access for 911 Emergency Calls

In accordance with KARI'S LAW, the Panasonic System will automatically provide line access to and send any 911 call, regardless of extension programming restrictions.

#### **You Do Not Have To Dial 9-911 For Emergencies!**

The Panasonic System also allows for a list of other "Emergency" numbers which can be dialed from every phone, any time, regardless of extension programming restrictions.

A great example of this would be if you have warehouse-floor phones that are programmed for Internal Dialing Only (meaning they can't call out, just other system extensions) but quite often people on the warehouse floor need to get ahold of the Warehouse Supervisor. You can list the Warehouse Supervisor's Cell Phone Number as an "Emergency" number, which would allow the warehouse-floor phones to call it.

#### Preferred Outgoing Line (or Trunk) Access

Each individual extension can be programmed to select a specific Line (or Trunk/Channel) when going off-hook (lifting the handset or pressing the Speaker Phone button). This preference can be overridden by physically selecting a different Line (Trunk/Channel) after going off-hook.

### **MEMORY DIALING FEATURES**

#### One-Touch Dialing

Any User with a Panasonic Proprietary Telephone (PT) can program a flexible button to be a One-Touch Dialing button.

### Last Number Redial

Every extension automatically saves the last number dialed to allow the same number to be dialed again easily, by simply pressing the REDIAL button.

### Incoming and Outgoing Call Log

Every extension automatically saves the last recently dialed and received (incoming) phone numbers to allow the same numbers to be dialed again easily.

Each extension has a preset number (5 to 100) of recent Incoming and Outgoing telephone numbers stored that Users can access by simply choosing the appropriate INCOMING or OUTGOING CALL LOG menu options.

### System Speed Dialing

A User can make calls using an abbreviated number (Speed Dial Code) for frequently dialed numbers, by pressing the AUTO-DIAL button and the appropriate code.

***System Speed Dialing can have 1000 entries (000-999)***

### Personal Speed Dialing

A User can make calls using an abbreviated number (Speed Dial Code) for frequently dialed numbers, by pressing the AUTO-DIAL button and the appropriate code.

***Personal Speed Dialing can have 10 entries (\*0-\*9).***

### Pick-Up Dialing / HOT Dialing

A system extension can be programmed to dial a specific number as soon as the phone goes off-hook. The extension can also be programmed to wait a certain amount of time before dialing the programmed number, giving the User time to dial a different number.

## **TOLL RESTICTION**

Within Class Of Service (COS) programming, an extension can be assigned to a Toll Restriction group prohibiting that specific extension from making certain outbound calls, like 1+ Long-Distance Calls, while still allowing 1+ Toll Free Calls.

### **Primary and Secondary Directory Numbers (PDN/SDN)**

Primary Directory Numbers (PDN) and Secondary Directory Numbers (SDN) are simply shared extension presences on different phones.

PDN and SDN is an ideal use for Bosses and Assistants. When a call arrives for the PDN on the Boss's phone, it will also flash (and ring as programmed) on the Assistant's SDN. The Assistant can answer for the Boss, by pressing the SDN.

### **Automatic Call-back Busy (Camp On)**

If a destination or line is busy when a call is made, a User can set the Automatic Call Back (Camp On) feature. The system will monitor the destination or line, when it comes available, the system will send a "callback" ring to alert the User.

Once the User answers the "callback," the previously dialed destination is redialed or the line is seized for the User.

### **Call Monitoring**

Allows a separate "Manager" extension to listen to a busy extension (another call). The "Manager" can hear the other conversation, but their voice is not heard.

### **Executive Busy Override**

Allows a separate "Manager" extension to interrupt an existing call and establish an automatic three-party conference call.

### **Off-Hook Monitor**

Any User with a Panasonic Proprietary Telephone (PT) can allow others to listen to the User's conversation through the built-in Speaker Phone, during the continued conversation with the handset.

### **Mute**

A User can disable the microphone or the handset microphone to consult privately with others while still listening to the other party on the phone through the built-in speaker or the handset receiver.

The user can still hear the other party's voice while their phone is Muted, but the other caller cannot hear the User's voice.

### **Headset Operation**

Any User with a Panasonic Proprietary Telephone (PT) has the option of directly connecting a 2.5mm Headset using the Headset jack on the side of the phone.

Some Panasonic Proprietary Telephones (PT) also support Electronic Hook-Switch cables that come with Wireless Headsets.

The Panasonic NT680 has built-in Bluetooth and can pair with almost every Bluetooth headset manufactured.

All Panasonic Proprietary Telephones (PT) can be programmed for a HEADSET button that will toggle the Speaker Phone to the Headset.

### **Off-Hook Monitor**

Any User with a Panasonic Proprietary Telephone (PT) can allow others to listen to the User's conversation through the built-in Speaker Phone, during the continued conversation with the handset.

### **Privacy Release**

Any User with a Panasonic Proprietary Telephone (PT) can suspend the Automatic Call Privacy for an existing call, allowing for an easy three-party conference call.

## **Paging**

Any User can make a voice announcement to many destinations simultaneously. The message can be announced over the built-in speakers of the phones or the External Paging speakers and horns.

Users and External Speakers can be listed in specific Paging Groups.

## **Paging Deny**

Any extension can be programmed to not receive Paging announcements... Great for Conference or Closing Rooms.

## **Door-Phones**

It is possible to connect standard Door-Phones and even Video Door-Phones directly to the Panasonic NS System. When a visitor presses the call button on a Door-Phone, the Door-Phone calls a preprogrammed destination (extension or outside party).

If a Video Door-Phone is utilized, the User can look at the camera output (on the PC, or other Device) to see the visitor.

If the appropriate Access-Control hardware is installed, while on a Door-Phone call, the User can release/unlock the door to let the visitor in.

In addition, extension users can dial the preset number of a Door-Phone to call that Door-Phone.

## **Message Waiting Notification**

Any User with a Panasonic Proprietary Telephone (PT) will have a Message Waiting Notification Lamp. This can be built into the phone or could be a programmed flexible button.

Users can have multiple Message Waiting Notification buttons: Like one for their Own Extension, one for their Incoming Call Group, and one for another User their covering for.



## **Flexible Buttons**

Any User can customize the Flexible Buttons and/or programmable feature (PF) buttons on a Panasonic Proprietary Telephone (PT), Add-on Key Modules, and Portable Stations through either system or personal programming.

These Flexible Buttons can then be used to make or receive intercom or trunk calls or be used as feature buttons, for things like:

- Single and/or Group Line buttons
- Direct Station Selection/Busy Lamp Field (DSS/BLF)
- One-Touch Dialing
- Incoming Call Group
- Message Waiting
- Pre-Programmed Call Forwarding (Extension)
- Pre-Programmed Call Forwarding (Group)
- Hold / Call Park
- Incoming Call Log (Extension or Group)
- Log In / Log Out of Particular Group
- Time Service (D, N, L, B) Switching Modes
- Headset (Toggles Speaker Phone for Headset)
- One-Touch Call Recording
- Two-Way Call Recording
- Voice Mail Transfer
- PDN/SDN

## **Hospitality Features**

The Panasonic NS Series systems have several features that support its use in a Hotel/Motel environment, including: Room Status; Call Billing; Remote Wake-Up Call; Hospitality Unified Messaging, etc.

## **Walking Extension**

This feature allows you to “switch” phone settings, including Extension Number, Button Programming, etc. with another phone. Great for the Boss that has a phone at the house and at the office.

### **Timed Reminder**

An extension can be preset to ring at a certain time, to act as a wake-up call or reminder. This feature can be programmed to activate only once, or daily. If the user answers the alarm call, a prerecorded voice message will be heard.

### **Tenant Groups**

Each Panasonic Phone System supports at least eight different Tenant Groups. Each different Tenant group can have its own Lines/Trunks, Extensions, Week Table, Holiday Schedule and Music On Hold.

### **Time Service Modes, Week Tables and Holiday Schedules**

Time Service Modes are DAY, NIGHT, LUNCH and BREAK (D, N, L, B) and are used to segment the system functionality accordingly.

By using the Week Table and Holiday Schedule, we can pre-program the system to ring one-way from 8AM to 12PM (DAY), then differently from 12PM to 1PM (LUNCH), then back to the same from 1PM to 5PM (DAY), then differently again from 5PM to 8AM (NIGHT).

Each day, Sunday through Saturday can be programmed for different DAY, NIGHT, LUNCH and BREAK times... in case you close early on Fridays and start later on Mondays.

But each mode (D, N, L, B) will be the same result across each associated system program. Meaning if you want line one to ring to group one during DAY mode, then every time the system is in DAY mode, line one will ring to group one.

The System allows for 20 pre-programmed holidays, each with a Date and Time Start and Stop. Each Holiday can have its own special message, if so desired. This way you can wish your callers "a very Happy Thanksgiving" instead of just saying "we're closed in observance of the holiday."

## UNIFIED MESSAGING FEATURES

### Automated Attendant / Custom Service Menus

A recorded message can be used to provide voice guidance to callers, either directing them to specific destinations (like extensions, groups or voicemail), or other menus and options.

You can have up to 200 Different Custom Service Menus.

### Personal Custom Service Menus

Each Voice Mailbox can have its own Automated Attendant Greeting to provide (additional) voice guidance to callers, either directing them to specific destinations (like extensions, groups or voicemail), or even other menus and options.

### Voice Mail Boxes

With virtually unlimited mailbox capacity, each User can have their own private voice mail box, plus each ICD Group can have their own mail box. You can also use additional mailboxes for Users with no physical phone extensions to route calls “floating” users.

### Voice Mail to Email Notifications

A User can be notified via email that they have a Voice Mail Message. The actual voice mail message (audio file) can be attached to the email, if so desired.

An additional benefit of this feature is the ability to transfer (via email) a recorded call and save it for future reference or share it with appropriate parties.

Imagine the benefit of working out a payment arrangement with a customer, having the call recorded, emailed to you as an audio file, and being to save that call recording in the customer's file for future reference.

***This Is A Very Powerful Feature, Sure To Benefit Any One!***

### One-Touch Call Recording

A Flexible Button can be programmed on a User's PT which – when pressed will light up and – will record the live conversation into the User's voice mailbox.

### Two-Way Call Recording

A Flexible Button can be programmed on a User's PT which – when pressed along with another Extension number will light up and – will record the live conversation into the designated User's voice mailbox.

### Automatic Call Recording

This feature is set per individual specific Extension and what is recorded is designated by the selected Inbound, Outbound, Internal or All Calls.

The recordings are saved in the system temporarily, but then must be transferred out at a programmed interval and saved on a CLIENT PROVIDED Storage device... Preferably a Network Attached Storage (NAS) device, but it could be an External HDD, Thumb/Flash Drive or Computer.

Recorded calls will be archived and searchable via a Panasonic Proprietary tool.

### Live Call Screening

Allows the User to listen to incoming calls as the voice mail messages are being recorded. The User has the option of answering call while listening (by lifting the handset) or allowing the message to be recorded without interruption.

### Group Distribution List

Allows a User to simultaneously send a message to several mailboxes. Up to four lists with 40 members can be created per Personal User, and up to 20 lists with 200 members for the System Group Lists.

OK... I'm going to stop there...

There's only about 1000 more things I can highlight but I think I've covered all of the MOST-USED features, and I'm certain your mind is racing with all sorts of new ways you can better serve your clients.

Again, that was just the "above the water line of the iceberg." There are so many amazing, wonderful, surprising, and powerful features... and while you may not take advantage of anywhere near to all of them, the ones you do take advantage of should make a huge impact on your business.

## **AGAIN, THAT'S ALL JUST "IN THE BOX."**

If you really want see how powerful and impactful your phone system can be, just pay attention to all of the additional benefits associated with adding the "Cloud AA" or the Panasonic SIP Trunks (no delivered by Blueface).





Powered By:  
**blueface**  
A COMCAST BUSINESS COMPANY

## A Cloud-Based Automated Attendant Delivers So Much More Than Just A Professional Experience.

If your business relies on multiple locations, remote users or cell phones, then a Cloud-based Automated Attendant may be the most cost-effective solution to connect your clients and prospects to your team.

A Cloud-based Automated Attendant (“Cloud AA”) removes the physical limitations of the standard, onsite Phone System with a built-in or a separate Automated Attendant / Voice Mail / ACD System.

First, your Cloud AA comes with virtually unlimited ports—meaning it can answer and route virtually unlimited calls simultaneously—whereas a physical, system is definitely limited by system capabilities... usually 2, 4, 8 or 12 (maybe even 24) calls max.

Which is usually fine if (A) you don’t mind all of the additional callers getting a busy signal, or extended ring times when the AA ports are busy; and (B) most of your calls are routed inside the same building.

Where the Cloud AA becomes ***exponentially more cost-effective*** is when you’re needing to route your callers outside the main system to other facilities or remote/mobile staff and team members.

Your onsite system is limited by your phone lines, because when a call comes in on line one and needs to be transferred to a remote phone, it goes out on line two, tying up two system lines for that one call.

With the Cloud AA, all of your calls are answered in the “Cloud” and then routed to the appropriate destinations and if that’s to a phone outside of your main system, that remote/mobile designated call doesn’t even utilize one of your onsite system lines.

The Cloud AA will save your business a significant amount of money, starting with no additional onsite hardware, as well as no monthly fees for more lines. ***Some have even been able to cut a few lines.***

## **Very Cool Cloud AA Benefits For Your Business...**

- **Keep Your Own Phone Number** - Yes! You can keep your own phone numbers and yes, that includes your toll-free numbers.
- **Add New Phone Numbers (Great For Marketing)** - Now - for less than \$2 a month - you can add new phone numbers from anywhere in the North American Numbering Plan. Yes! You can add any phone number from any area code in Canada/US.
- **Unlimited, Multi-Layer AA Options** - Create unlimited “nested menus” or “phone trees” that provide multiple layers of selection options to best service your callers day and night.
- **Every Phone Number Can Have A Different AA** - Create different messages for each number, or share an AA message with a group of numbers.
- **Easily Change The Current AA Menu** - You can easily change the current “Active” Menu by logging into your portal. BETTER THAN THAT, you can also set up a “Menu Switch” and change the “Active” message by pressing a button.
- **It Comes With A Mobile and Desktop App** - Download the app to make and receive calls with your mobile device, tablet, laptop or PC. The app supports Windows, Mac OSC, iOS and Android.



**Panasonic Enhanced SIP Trunks**

*A TRS Cloud Solution*

Powered By:

**blueface.**

A COMCAST BUSINESS COMPANY

## **Flat-Rate, Unlimited Local and Long Distance Calling**

***This Does \*NOT\* Include International Calls (Blocked By Default)***

This means all calls to US and Canada are included. Which also means your monthly bill will have very little fluctuation in price.

The only variance will be associated with the specific fees that are drawn on a daily basis – meaning that the FEB (28-day) bill could be a couple of cents (maybe dollars) less than the MAR (31-day) bill.

## **Individual DID Overflow for Busy and Un-Answered Calls**

***Route Calls To Other Locations, Voice Mail or Auto-Attendants***

If the lines are busy, or go unanswered for a programmable amount of time, you can route calls to an auto-attendant in the “Cloud” and provide options to ring specific other numbers or take messages.

You could also send calls directly to a voice mail system and once a message is left, it would then be emailed (with the caller’s message attached as an audio file) to the designated email address for that voice mail box... AND...

You can also have different auto-attendants and voice mail boxes for each number, ***i.e. Sales -vs- Service Calls.***

## **Individual DID Overflow for Fail-Over**

***Route Calls To Other Locations When Internet or System Is Down***

This means, that if the phone system goes down or loses Internet, just like with the above option, you can route calls (by number) to an auto-attendant in the “Cloud” to direct calls to cell phones, based on the options they press, and/or and take messages, that would then be emailed (with the audio file) to your designated email address...

***AND YES!... This Auto Attendant Can Be Different Than The Busy One.***



## **Cloud-Level DID Call Routing and Forwarding**

### ***Route Calls To Other Locations Manually Or Based On Scheduling***

Should you ever want to redirect one of your phone numbers to another location, we can program the number to automatically reroute to the new destination, whether that's a Home Phone, a Cell Phone, Another Provider, an Auto Attendant, etc.

YOU CAN ALSO PROGRAM SPECIFIC NUMBER CALL-ROUTING BASED ON TIME OF DAY... LIKE IF YOU WANT YOUR SERVICE LINE TO RING A SERVICE CELL PHONE ONLY AT NIGHT (FROM 5PM to 8AM); ETC.

## **Inbound and Outbound Call Logs**

### ***Basic Details On Inbound And Outbound Calls For Your Review***

At any time, you can review your call logs and see calls by date, time, phone number called (inbound or outbound) and duration of the call.

You can also, easily, generate specific reports for any of those options as well. Meaning, if you want to look at Daily Call Volume, you can run reports for calls on just that day(s); if you want to check calls in to a certain number – like a special marketing number – you can run a report for just that specific number, and even filter those results for a specific time-frame; etc.





## **Panasonic's NSv Connect is now BLUEFACE!**

While I am sad to see Panasonic go, there are a couple of “need-to-know” insights about NSv Connect/BUEFACE:

First, Panasonic (*pretty much*) designed and honed this Cloud-based, “hosted” platform specifically for Panasonic systems and devices. And like with anything Panasonic creates, there was a definitive focus placed on empowering the User, simplifying the functionality and delivering a solid, reliable solution, that they knew their clients could trust to work for years.

Second, Panasonic did sell the platform to COMCAST... another global-brand , wholly financially positioned to keep BLUEFACE moving forward.

**There is just no other way to say it:**

***The NSv/BUEFACE offering is a POWERFULLY-SIMPLE Hosted Platform.***

Built on decades of telecommunications experience, Panasonic was able to leverage their previous technology to help mitigate risks related to moving your Voice to the cloud.

This solution is designed specifically with small businesses in mind and delivers everything you need from a “Hosted” Phone System at a VERY AFFORDABLE RATE!

**POWERFULLY-SIMPLE: NSv/BUEFACE Is Ideal For Most Businesses!**



## Best Option When Sophisticated Solutions Are Needed!

While TRS highly recommends NSv/BLUEFACE for most small businesses, we've found that certain companies can benefit from the more advanced features available in the NEXTIVA Automation, Tools and Analytics apps.



Nextiva has dedicated years to creating the perfect customer experience, not only for their customers, but ***more importantly, FOR YOUR CLIENTS!***

Their platform allows for so much more than just phones and basic voice and video conferencing.

With sophisticated solutions, like Customer Relationship Management (CRM) platforms, “True” Call Center

Automatic Call Distribution (ACD) platforms, in-depth Team Collaboration (including File Sharing, Calendar Sharing, Notes, etc.), and many other Team/Client Intelligence and Automation offerings – and more being built and implemented (seemingly) monthly, Nextiva is definitely the best solution for the business who are working to streamline their business platforms while they grow.

**Definitely Not The “Cheapest” Solution  
But Likely The Most Cost-Effective!**

# **SECTION 3:**

## **Important Information**

**In this section, I am basically copying and pasting other books and brochures (that I believe to be very) Important Information.**

Trust me, you're going to be happy you've acquired this insight, and you'll be able to much better position yourself when moving forward with any new phone system options.

# DEFINITIVE GUIDE

TRS TECHNOLOGY SOLUTIONS

PHONE SALES: 254-651-1112

**Choose The Right Phone  
System For Your Small  
Business or Nonprofit.**

## **BUYER BEWARE!**

**Do \*NOT\* Buy A New Phone System For  
Your Business Before Reading This Guide  
So You Can Avoid Getting Stuck With  
An Expensive And Frustrating System  
You Hate, Or Worse, Getting Trapped  
In An Impossible-To-Cancel Contract**

Provided as an educational resource by: **TRS Technology Solutions**

**Michael R. Baumann II**  
Director of Operations:  
Sales and Service

# This Is The Definitive Guide To Choosing The RIGHT Phone System For Your Small Business Or Nonprofit.

***Do NOT Buy A New Phone System For Your Business Before Reading This Guide To Avoid Getting Trapped In An Impossible-To-Cancel Contract, For What May Turn Into An Expensive & Frustrating Phone System That You May Actually End Up Hating!***

## In This Guide You'll Discover:

- ✓ Uncensored facts about the phone system industry that no phone system salesperson (aka the "Other Guys") will ever tell you, ***but you need to know before buying a new system.***
- ✓ How to cut through all of the technical jargon, marketing hype and sales blather so you can know the most important features and attributes, your business needs, are included.
- ✓ A hidden "GOTCHA" clause most cloud-system vendors try to put in their contracts that lock you in forever ***and*** legally bind you to pay thousands of dollars in penalties to cancel... ***even if the phone system does not perform as advertised.*** Do NOT sign a contract if this clause is in there!
- ✓ The proposal "shell game" of hidden costs, taxes, fees, surcharges, and other unanticipated fees that 99% of these "Other Guys" won't tell about before you sign up. ***Basically tricking you into thinking you're getting a great bargain... You Are Not!***

## Why I Wrote This Special Guide

A Personal Letter From  
Michael R. Baumann II  
Director of Operations  
TRS Technology Solutions

Dear Reader,

***Choosing a new phone system is a critical business decision that you want to make sure get right... The First Time!***

Choosing poorly means you'll most likely be endlessly annoyed and hindered by a confusing, difficult and limited system that is constantly problematic, that seemingly always drops calls and frustrates you, your staff (***and even your customers!***) with poor sound quality and, what appears to be, nonexistent support.

Worse yet, many "Hosted" (or Cloud-based) phone system vendors will lock you into a long-term contract that you will have to pay HUGE fines to get out of... ***even if the overall service is terrible and the phones and/or system don't work as advertised (for, or in your business).***

Furthermore, I know you're busy and researching new phone system options can be a time-consuming endeavor. Plus, once you make a decision, switching phone systems is no easy task. Without skilled and experienced installers, your business could suffer major downtime.

AND... What if the new system is complicated and hard to use? You and your staff may quickly come to believe this new system is ***actually worse*** than the one you just got rid of?

Which is why status quo (*aka: the devil you know*) keeps you suffering with the system you have, and know how to use, regardless of the new features you want and need to help your organization thrive in today's environment.



After all, it's very, VERY difficult to determine if a new phone system will work as advertised UNTIL it's actually installed.

Since February of 1984 - ***That's basically 40 Years Now!*** - TRS has been selling, installing, servicing and maintaining phone systems for businesses of every size - from the Small Home Office (with one or two phones), all the way up to Fortune 500 Enterprises (with literally 100's of phones across multiple locations), and everything in between.

We have dedicated all of our efforts towards helping small businesses and nonprofit organizations - just like yours - ***who I truly believe are either under-served, over-charged, or both.***

Which is exactly why I created the 501C3 Technology Initiative and the Small Business Technology Initiative:



We are wholly dedicated to making sure that all small businesses and nonprofit organizations can **Get The Absolute Most Cost-Effective Technology Solutions Available Today.**

We are one of only a very few phone system vendors out there that actually have ***“Real-World, Phone System Experience”*** and understand how REAL phone systems work.

We also know that “Hosted” phone systems are really just glorified Single Line Devices that can “talk” to each other... ***which means, they do not entirely perform like a “regular” phone system.***

There are a lot of differences between what you're currently utilizing for a phone system, versus what you could end up with. Especially, if you're not

Careful - and truly educated - when it comes to choosing one of the many variations of systems available today.

Over these last four or five years, I have been shocked, appalled (***and, for the most part, outraged***) by just how badly this new era of Hosted system sales (and mis-guided sales people) has led to rampant misinformation, misunderstanding, and, to some extent, even fraud.

Small businesses and nonprofits organizations are on the losing end of these new system deals; and getting taken advantage of all the time.

They often find themselves locked into contracts that are much more expensive than originally discussed. And/or having to deal with phones that don't actually work the way the organization needs.

Without proper testing and planning—***which almost none of the “Other Guys” will actually do***—these organizations also have to deal with terrible call quality and dropped calls throughout the day.

I'm sure you can now understand my concerns for your dilemma (*or should I say, this potential nightmare*) you're currently facing... Which is why I wrote this guide.

From misleading advertising, and inexperienced, mis-informed sales people to onerous, deceitful contracts and horrible service, I felt it was my duty to take a stand.

Someone, has to “pull back the curtain” and speak up so you can know.  
**YOU MUST BE MADE AWARE!**

With TRS, you will get the **Absolute Most Cost-Effective Phone System Solution Options Available Today**. Including Digital, VOIP and Hybrid On-Premises systems, as well as multiple different levels of the Hosted systems (*from two different leading Cloud-based providers*).

My sincere hope is that by making this information public, we will help raise the standards within the “new” phone system industry.

**More importantly, I wanted to give you useful information so you could avoid making a very expensive decision you’ll deeply regret.**

I Am Dedicated To Serving Those That Serve The Community!

Michael R. Baumann II  
Director of Operations:  
Sales and Service

## **Phone System Marketing Is Out Of Control! How To Avoid Falling For The Hype (And Making A Poor Choice)**

If you’re like most of our clients, you’re probably just looking for an honest expert who can advise you on which phone system is right for your specific situation and business needs. A system that is not only easy to use, but also simply works as advertised.

The problem is, phone system marketing is out of control... Especially online, with dozens of marketing-only sites that are posing as “best of” directories. In reality, they are nothing more than marketing firms that are experts in search engine optimization (***not phone systems***) and sell leads and directory rankings to the highest bidder.

These Pay-Per-Click/Pay-Per-Lead engines are NOT AT ALL interested in providing good advice to you – they are only interested in getting you to click

or request a quote so they can sell your lead to multimillion and billion-dollar companies like Ooma, RingCentral, Vonage, etc.

In fact, search engine marketing for “business phone systems” is one of the most competitive fields online, with a single Google click costing anywhere from \$100 to \$500... even up to \$1,000!

Is it any wonder that your search for “business phone systems” is full of SEO-optimized directories and big corporate players who can afford such outrageous marketing fees?

### **NONE OF THESE SITES WILL ACTUALLY PROVIDE YOU WITH USEFUL INFORMATION THAT WILL HELP YOU MAKE AN INFORMED DECISION.**

The marketing directories that rank phone systems don’t tell you how they are actually ranking their “top” providers or “best-rated.” They often don’t provide details on how the reviews are verified for integrity (*if they’re checked at all*), and all reviews are (seemingly) anonymous.

You’ll easily notice that each of these sites are certainly light on facts and transparency. Clearly, this is NOT how you want to choose your 01 next phone system. And you can bet your bottom dollar that these sites won’t be around to help you if the phone system you buy turns out to be a giant disaster.

Be leery of other marketing tricks that many of these questionable sites and/or providers use, like offering free phones and “phone lines as low as...” type of offers.

These are often only used as marketing “bait” to lead you into thinking you’re getting a good deal – but **buyer beware!**

We all know the adage, which almost always proves itself to be true:

***“You get what you pay for.”***

I'm sure some of these offers are actually real and may be perfectly acceptable – PROVIDED you understand that you're only getting phones they have to give away for free... But let's keep our fingers-crossed these phones (and lines) will actually perform as they should.

You know, **this one issue** is one of the main reasons I wrote this guide. Much of today's advertising that we see for phone systems is often **directly** misleading and, without fail, never tells you the **WHOLE** truth.

Yes, there ARE certainly good money-saving deals out there and not all of them are fake... **but “cheapest price” should not be #1 on your list of criteria when making a decision to move forward with a new phone system...**

***The money saved initially will be long forgotten and lost to the countless hours of frustration that comes later as you're trying to make a cheap, bad system work.***

I know that I cannot change the way phone system vendors advertise, but I can help you navigate your way through all of the “geek speak” and half-truths.

I'm certain there are good phone system vendors out there. Hopefully, lots of them. It really just comes down to you knowing what to look for and what questions to ask...

***Which Is What This Guide Is All About.***



## The 2 Biggest Problems With VOIP Phones And How To Avoid Them

First of all, VOIP is an overused term that confuses a lot of people. Most people, nowadays, think a VOIP phone is a phone that uses the Internet. Which, to an extent is true, of course, ***now more than ever***.

But, the simplest definition is a Voice Over IP (VOIP) phone is simply a phone that works over a data (or IP) network connection, instead of a traditional phone line connection.

VOIP Phones simply connect across the Data Network and cabling to get back to the main system, which up until just a couple of years ago  
***Was On-Premise, Meaning “In The Building” (Not Over The Internet).***

Throughout the last decade, “Cloud-Computing” has become main stream, and this even includes, nowadays, the ability to have your Phone System “in the cloud” instead of in your building.

With these “Hosted” or “Cloud-based” Phone Systems, you definitely have to use the Internet to connect to the system, which is good and bad. Good, because you’re no longer stuck with only having “system” phones at the same office as your phone system. But, bad, because you have no control over the quality of the Internet connection used.

Today, “VOIP” is, for all intents and purposes, more of a SERVICE than a physical device, although most people still use the physical phones.

With today’s VOIP service, you can actually use any cell phone, your PC or other IP-enabled devices to make calls and send messages. This really means, you now have the ability to make and receive calls from anywhere on the planet, at anytime in which you have a reasonably performing Internet connection.

But many people are apprehensive about moving to VOIP Phones for two legitimate reasons. The first is Call Quality and the second is “What if the Internet goes down?” So, let me address both of those valid concerns and why with the **RIGHT** phone, this is not an issue.

## Problem #1: Call Quality

It’s true that in the past, VOIP phones have been notorious for garbled, choppy, low-quality sound and dropped calls. However, the technology that operates these phones has come a long way in the last couple of years, and the available Internet bandwidth (*which is a key component of Call Quality*) is faster and cheaper.

**So, the sound quality issues you might have on a new VOIP system really comes down to two problems:** (1) either your bandwidth isn’t sufficient, or (2) your firewall, router and computer network (*which is where the phone now resides*) are not set up properly. That’s it.

This is why it’s **Absolutely Critical** for a knowledgeable and experienced phone vendor (*not just some “sales” person*) to assess your network before selling you a new phone system.

You have to be **Absolutely Certain** the phone system you’re buying will actually work on the network you’re plugging it into.

### **KEY POINT:**

Most “sales-only” people, and, for sure, big phone vendors like AT&T Spectrum VOIP or RingCentral will NOT do a real assessment before selling you a new phone system.

The rep you’re talking to at these companies has nothing to do with your system actually working. They’re simply sales people. Their goal is to do whatever it takes to close the deal and get their commission.

The way that this most often works with these “big box” businesses is, first they take your money; then they ship you a phone in a box; and leave you to get it connected and set up, all by yourself.

When the call quality is horrible and you call them for help, all they’ll be able to do is point the finger at your Internet provider, bandwidth or computer network and wish you good luck. They WON’T work with you to troubleshoot the issue, which is exactly why you want to buy a new phone system from an experienced, local company that will own 100% of the installation, setup, problems and call quality.

## **Problem #2: What If The Internet Goes Down?**

***Without A Doubt, The Internet WILL Go Down...*** but that doesn’t mean your phone system has to.

That’s because the main system (the “brain” of the phone, if you will) is not located in your office with the downed Internet. It’s “Hosted” in a secure and highly reliable server location that has multiple backup systems (and hopefully even geo-global redundant server locations) for maximum Internet connectivity uptime.

Therefore, when your local Internet goes down, and the system loses connections to the phones, you can have the system automatically set up to do a number of things, such as:

- ✓ Route all calls to a different number. This could be to another office, or a cell phone, or maybe even to an answering service.
- ✓ Provide an automated attendant with menu options that you set up to allow the caller to route themselves to the other designated numbers. This way, your sales team can get sales calls, same with service, admin, billing, etc.
- ✓ Simply allow callers to leave a general voice mail message, and



then have that voice mail emailed to you.

- ✓ Utilize the automated attendant feature to allow callers to select which department (sales, service, admin, etc.) they would like to leave a voice mail for, and then email those voice mail messages to the appropriate, designated recipients.

We actually work with you to create and program these “Fail-Over” options in the very beginning, with the rest of the initial phone and system configuration, as any good phone vendor would.

That way, if by chance (*or, more appropriately stated: WHEN*) your Internet does go down, all of this is set up in advance, so the calls are automatically handled the way you wanted and instantly “Fail-Over” without you having to do anything.

## **The Truth About All VoIP Phone Systems That No Salesperson Will Tell You**

***Are you ready for this? Here’s the biggest “secret” to the phone  
system industry that you won’t see any vendor advertising:  
ALL Phone Systems Are Basically The Same.***

There... I said it... ALL phone systems are basically the same... this means in features, functionality and capabilities. Just like cars are all basically the same: they mostly “drink” gas, have air conditioners, and allow you to connect your phone to the radio, etc.

Certainly, there are differences. A Ford Fiesta and a Cadillac Escalade are two very different vehicles, but they will both get you and a friend to the airport, the difference is really in the desired features.

Just like some phone systems provide more features that others don't, it's a highly competitive field and for the most part, almost any feature offered by one phone system is offered by them all.

What I'm really trying to say is that all of the marketing hype about how their phone system is "the best" or better than the rest is just marketing propaganda that should be taken with a grain of salt.

**So, how DO you compare systems, and what IS the most important point of differentiation that you need to look for?**

*Here it is:*

The most important "feature" actually is not in the phone itself but in the after-sale SERVICE. **Who** is setting up the new system and phones, **Who** will be there to install it, configure it and make sure it works, and **Who** will you call when you need help.

It should not surprise you that most small business owners and office managers do not know how to properly set up a phone system and customize it for their office, nor do they want to learn. They also don't want to become experts at their phone systems – they simply want an EASY-TO-USE system that consistently works.

That's why you want to really investigate the after-sale service. When something goes wrong or when you can't get the system to do what you want it to do, how easy is it to get fast, easy and helpful support?

Further, who will be there to conduct the cut over to the new system and make sure it works?

Here are two very critical questions you need to ask the vendor about support BEFORE you buy:

- 1) Who will set up my new phone system and customize it for my specific needs and situation?**

Make sure you get specifics here. Most vendors do NOT have a “bootson-the-ground” install team. They just ship you a phone and require you to set it up yourself.

Of course, they’ll tell you “all you have to do is plug it in...” but rarely is anything that easy.

Sometimes, they’ll give you a 100-page instruction manual you’ll need to muddle through and a “customer support” website that will require you to search through hundreds of questions in hopes of finding the answer to your specific problem. Both of these are (at best) wholly time-consuming and (often very) frustrating.

Then, the day of the system install and number port over, you’re scrambling to make the phones work, frantically trying to figure out how to troubleshoot the issues and get everything set up.

What if you CAN’T get it to work and/or you CAN’T get it to do what you want it to do, **exactly how will they help you?**

Do they have (or partner with) any local techs?

Do they have any body they can call who (A) knows what they’re doing; and (B) will come to your office and set it up? Troubleshoot it?

This brings me to the next question...

## **2) How do I get help if the phone system isn’t working or I can’t get it to do what we need it to do?**

As alluded to above, we all know how exasperating it is to try and get a “customer service” person - ***Who Can Actually Help You*** - on the phone from one of these big, nameless, faceless corporations.

***It Has Always Been Our Recommendation For You To Choose:***

- a reputable, local phone system dealer/reseller...
- who has an experienced and knowledgeable team of “boots-on-the-ground” installers...
- that will not only set up the phone system for you and customize it for your specific needs...
- but will also be there to provide personalized support, training and help...
- whether Onsite, should the need arise, or...
- Remotely and/or Over-the-Phone, if acceptable...

***One Final, Important Point:***

As already indicated above in “***The 2 Biggest Problems With VOIP***” section, today’s phones work over your data (or IP) network. So, with that said, you really want to work with a phone system vendor that is also an experienced IT firm, like us.

With your new phone system residing on, and wholly reliant on your data/computer network, the network configuration and infrastructure must be assessed to ensure it can properly handle the additional bandwidth requirements, and to ensure the firewall and router are configured properly to allow the highest quality of service for Voice.

***Only an IT firm will know how to do this properly.***

By doing the assessment BEFORE you buy, you can prepare in advance and be aware of any additional costs you may incur with a new system.

Again, many phone vendors won’t do this assessment (***or won’t do it properly***) and then will sell you a new phone system, only to let you

discover later you have to incur hundreds or thousands of dollars in unexpected costs to make it work.

## **20 Critical Questions To Ask BEFORE Signing A Contract To Avoid Hidden Fees, Onerous Contracts And Bad Sound Quality**

In addition to the above questions about system/phone installation and support covered earlier, here are 20 additional questions you want to ask BEFORE signing on the dotted line:

### ***01) How many years have you been selling, installing and supporting phone systems?***

Our Answer:

TRS has been selling, installing, servicing and maintaining phone systems for almost four decades, now.

*Our main support area is all of Central Texas. Which means Waco to Austin, Bryan/College Station to Burnet/Marble Falls. Our actual office is in Killeen, Texas, but we have phone systems as far south as Houston, as for north as Kansas City, as far east as Monroe, LA and as far west as El Paso.*

### ***02) How can I be certain the sound and call quality will be excellent with your system?***

Our Answer:

As previously indicated, we will conduct a performance assessment of your network and Internet bandwidth BEFORE selling you a new phone system. We want to ensure that any new system we provide will work flawlessly with your current Internet and network.

If we determine you need upgrades for your network equipment or cabling infrastructure, we can even roll that into the monthly fee so

you're able to move forward with your new phone system without ANY up-front costs.

*We do \*NOT\* just do a two-minute speed test Internet assessment, either. We actually perform a 10-20 Day Network Performance Assessment (NPA) so we can gather real data over time, and let you know what to expect from the different variations of phone system options we'll have for you.*

*Most companies won't do this assessment, and instead simply sell you the phones. When things go wrong, they'll point the finger at your IT guy or your Internet provider and tell you they can't (or won't!) help you.*

*Simply stated: We take full ownership of the success of your new phone system and stand behind our guarantee of "flawless performance."*

*If anything is not working, we will troubleshoot the issue and work with whoever we need to in order to get it fixed. You will NEVER hear us say, "Sorry, that's somebody else's problem."*

### **03) How can I cancel and get out of the contract? What are the fees involved?**

Our Answer:

If you're on the TRS HaaS All-Inclusive Payment Platform, then you always have access to what we call the "Golden Parachute."

*The TRS Golden Parachute always allows you to get out of the contract with a 90-Day Notice. For Any Reason Whatsoever, No Questions Asked. The only stipulation being, you must be current on your payment plan.*

If you're with either of our "Hosted" Providers (Nextiva or Panasonic), they each have their own 30- and 60-Day Satisfaction Guaranteed service windows, respectively.

During these first 30 or 60 days, if you are not completely satisfied with the new phones and system and we (or they) are not able to resolve your issues, simply return the equipment, get a Full Refund and we'll even help you move your phone numbers to a different provider.

#### **04) What are the start-up and recurring costs?**

Our Answer:

This really depends on which way you choose to move forward. With the TRS HaaS All-Inclusive Payment Platform, there are ZERO start-up fees, just your first Monthly Payment.

With the “Hosted” options, it depends on how you want to purchase the hardware and which level of service you choose. Nextiva allows you to include the hardware fee in the Monthly Payment, whereas Panasonic gives you a GIGANTIC DISCOUNT and asks that you buy the equipment directly.

Beyond the hardware, the Monthly Service Fee is based on a fixed monthly cost for each “seat” that includes the setup, unlimited local and US long distance, as well as all of the included/standard business phone system features, and any upgrade options you choose.

#### **05) Do I need special cabling?**

Our Answer:

Again, this depends on which platform you choose. If you go with VOIP phones, whether On-Premise, Self-Hosted or Hosted, then these phones do utilize standard data cabling (Cat.5E/6E) just like your computers. So as long as you have a good cable where you need a new phone everything should work.

Another benefit of (*almost all*) VOIP phones, is you can actually plug your computer into the bottom of your phone. This allows you to actually get by with one cable from the wall/network to the phone. Then you just need a patch cord from the phone to the computer.

*This is \*NOT\* always the case, but is a very common practice. However, it is sometimes a good idea to have a separate network just for the phones, which means your computer won't be able to function properly if it is plugged into the bottom of a phone (on the separate network).*

For the most part, and let's just use the 80/20 rule... At least 80% of the networks we assess, won't need any upgrades to cabling.

However, in some cases you might need to replace the old cabling to utilize the additional bandwidth requirements, or sometimes you need a phone where there's not already a computer (like Lobby Phones, Wall Phones, Break Room Phones, etc.).

This is another reason we want to perform such a detailed network assessment BEFORE we provide a final quote for implementing a new phone system. We want you to know **IN ADVANCE** whether or not your existing network infrastructure will support the new phones or if you need an upgrade, and if so, how much that will cost.

This is VERY important for you to do NO MATTER WHO you buy a new phone system from. Some phone system companies do not test your network and may only look at Internet bandwidth (a simple speed test) and utilize those results to sell you a system.

*This can lead to a lot of frustration when the phone doesn't work – and add large, unanticipated costs after you've already committed to buying. One of the reasons we have so many happy clients is because we are not only Phone Experts, but we're IT pros, as well... We know how to truly assess ALL of the aspects of your network to make sure you don't experience sound quality issues, dropped calls and other problems.*

## ***06) Do you offer any type of money-back guarantee?***

Our Answer:

**Yes!** With the TRS HaaS All-Inclusive Payment Plan, we offer a 60-day money-back guarantee. With the Nextiva Hosted Phone System, you get a 30-Day money-back guarantee.

With the Panasonic NSv Connect Hosted System, you get a 60-Day money-back guarantee. If you are not 100% satisfied (***I actually prefer the word “thrilled”***) with your new phone system for any reason, simply notify us in the first 60 (or 30) days and we will remove the phones, help



you move your service to a different provider and refund 100% of the fees you paid towards the new phone system, all at NO COST TO YOU.

We stand strong on the idea that you should never be (or feel) stuck with a phone system that doesn't work for you and your business.

***07) Can I keep my current phone number? Are there any additional costs involved in keeping my number?***

Our Answer:

***Yes... You Can Keep Your Numbers!***

This is called "number porting." Most companies will allow you to port your existing numbers over, and pretty much all services require a fee to do so. However, depending on the contract term selected with the service provider, sometimes "Porting Fees" are waived.

***Another question you will want to ask is how long will Porting take?***

We can often have your current number instantly start ringing to your new phone system; but actual Porting usually takes 15-20 days.

*Be careful here... because some companies will take up to 90 days to get your old phone number ported over!*

***08) Does the quote include taxes? What other ongoing fees and costs are there?***

Our Answer:

***Yes... Every Quote We Provide Has The Fully-Installed, Turnkey System Pricing, INCLUDING ALL FEES, SURCHARGES and TAX.***

Another fee you may not be aware of, but you will be billed for is the ***required e911*** fees for each location where phones will be connected.

*With TRS, there are no surprises when you get your actual monthly bill.*

## **09) What features are included? Which ones cost extra?**

Our Answer:

So again, this one really depends on which platform you choose... The Panasonic On-Premise Systems have pretty much everything you could ever imagine a phone system doing built-in. Whereas both of the Hosted (as with all Hosted) options vary by “seat” level.

*This is always a good thing to verify specifically, because there are some providers who will try to “intrigue” you with a great advertised price, but once you add all of the features you want and need, you end up paying a LOT more than the advertised price!*

That’s why you need to know **in advance** what features you want and make sure they are included. Here are some ideal, and commonly used features that we ALWAYS INCLUDE and are important to have:

- Call Routing Overflow (No Internet and All Busy)
- Automated Attendant
- Day Mode, After-Hours and Holiday Call Flows
- Voice Mail to Email
- Fax to Email
- Paging (All Phones, Phone Groups and Paging Speakers)
- Call Queues and Ring Groups
- Find Me/Follow Me
- Custom Hold Messages

## **10) Does your system include international calling?**

Our Answer:

International calling is disabled by default, but we can enable it if needed. We just believe it’s safer off. You will be billed for all international minutes, and unauthorized use can be costly.

### **11) Will it work with my current firewall, router, Internet and network settings?**

Our Answer: After we finalize our Network Performance Assessment (NPA) of your network infrastructure and Internet bandwidth, we will know - which means, you will know - with 100% certainty whether or not your current configuration will support the new phone system.

*If not, you'll have an option to include the needed improvements in your monthly service charges OR the cost to buy the needed equipment outright.*

### **12) Does your system support faxing?**

Our Answer:

Yes... and in various ways, depending on which platform you choose. All three options can easily utilize eFax, in which faxes are converted to PDF files and then sent to a designated Email address for that number. This also allows you to utilize a web interface that will allow users to send web-based faxes by uploading a document.

*For customers who want to utilize their existing fax machines and/or fax-enabled copiers, we have options that include an extension and hardware appliance that will connect to your current fax equipment.*

### **13) Do you offer a trial phone we can test in our office before making a commitment?**

Our Answer:

Yes! Once we have completed the network and bandwidth assessment, **and if/when all is good**, we are happy to provide a demo phone so you can get a feel for the phone and its features.

**14) If my employees need to work from home, how does your phone system accommodate that? How does the transition happen if we suddenly have to work remote due to a covid-type shutdown or other disaster?**

Our Answer:

If you choose either Hosted option, those phones are configured to work from anywhere. If your employees need to work from home or a remote location, all they have to do is unplug their phones from their office wall jack and plug them into the Internet at their home or other location, just like they would a PC.

*Since our phone system supports 911 emergency calling, we do require that you let us know the physical address where each phone will be relocated so we can ensure that any emergency calls made from the phones will provide the correct 911 location information.*

If you choose the Panasonic On-Premise system, then the ability to take a phone home (or to another location) will depend on which phone you opted to have in the office.

*Digital system phones will NOT travel. System VOIP Phones can travel, but will require system programming. Standard SIP/VOIP Phones can easily travel, because they are just like the Hosted phones.*

*Regardless, if you take a phone to another location, we must update the e911Registry for that phone extension and the associated phone number.*

**15) Who does the transition to the new phone system and how long will I be down during the system installation and phone line cut over?**

Our Answer:

We handle 100% of the transition for you and strive to provide a seamless transition from your current system to the new system and phones with NO DOWNTIME.

*We use a staged process of setting up the new phones with temporary*

*numbers first, configure them for your business and test them thoroughly before going “live.” We can do this on a site-by-site basis or phone-by-phone if needed. The end result is virtually ZERO downtime or lost calls.*

## **16) What type of training do you offer for my employees using the new phones and system?**

Our Answer:

Ideally we have three simple training sessions with your team: Pre-Installation, Post-Installation and Advanced Users.

Before installation, we like to train your team (in small groups and/or by department) to go over the basic functions, like making calls out, receiving calls, setting up their voice mail, recording mailbox greeting, placing calls on hold and transferring calls to other extensions.

*At this point, we also garner all of the information we need to make your customized (and individualized) User Guides with specific instructions for using the phone system based on the features requested during training.*

After the system and phones are installed, we work with each user individually to make sure they don't have any questions and are very comfortable with their new phone.

Next, after your users are proficient in the basics, we work with any “Power Users” to make sure they have access to and can utilize all of the advanced features they need to make their job easier.

**PLUS, TRS ALWAYS PROVIDES LIFETIME TRAINING FOR FREE!** This means at any time, **ever**, you can always schedule additional training for your users, at No Additional Charge. So whether you get a new receptionist who needs all sorts of help, or if you just want to learn a new “trick” - There Is Never A Charge For Training.

**WE ALWAYS WANT TO MAKE CERTAIN YOU AND YOUR TEAM  
KNOW HOW TO GET THE MOST OUT OF YOUR PHONE SYSTEM!**

**17) Can you *SHOW* me how to change office hours, how calls are routed, how to add a new employee, set up out-of-office, etc.?**

Our Answer:

Yes... Of course, we'll show you and your team how to make administrative changes to the system... BUT...

***We'll Even Do Better Than That... We'll Do It For You For FREE!***

That's right, whether you choose the TRS HaaS All-Inclusive Payment option or choose either of the Hosted options, TRS will make whatever programming changes you need over the lifetime of the agreement!

This is just one aspect of the high-quality service we offer that helps us stand out from the "Other Guys" and online or "big box" companies.

*Of course, we will also train your staff on how to be self-sufficient with our phone system and provide instruction manuals so you can make changes at any time, quickly and easily. However, all three of us (TRS, Nextiva and Panasonic NSv Connect) all provide free support and are happy to make any changes you need if you just want us to handle it for you.*

**18) Can you provide me references from other *RECENT* clients you installed this phone system for?**

Our Answer:

Absolutely! We are always happy to provide you with a list of customer references who can attest to the value, reliability and overall positive experience with our system.

**19) Do I have to record my own voice mail and automated attendant messages or will you do that for me? What about Messages on hold?**

Our Answer:

We can help you record your greetings. We can assist you with creating message scripts. We always include these services with every new system we provide.

**20) Does your system handle emergency 911 calls?**

Our Answer:

Yes, 911 calling is enabled on all extensions. We just need to make sure the physical location for each extension is set up correctly in the e911 Registry.

*For this reason, we ask that our customers notify us any time they are planning to move an extension to a new physical address, so we can ensure that emergency services have the correct physical address.*



## The Most Important Features To Look For

As I said earlier, almost all phone systems are the same. However, here are a few features we recommend you make sure are included... or at least available, as needed:

### Call Routing Overflow (No Internet)

A key feature to have is instantaneous, automatic “Fail Over” for all phone calls if (***WHEN!***) the Internet goes down.

TRS understands the critical role your phone system plays for your business. With both the Nextiva and the Panasonic NSv Connect Hosted options you have the ability for Call Routing All Calls to a Voice Mail Box (*where recorded messages can be emailed to you*), or to a designated number (*like a cell phone or answering service*), or to an Automated Attendant (*where callers can choose from your options to either be routed to other numbers and/or specific voice mail boxes*).

Regardless of which option you choose, if your Internet goes down and you lose phones or lines locally, your callers won’t know and you’ll still be able to take and route calls as needed.

### Call Routing Overflow (All Busy)

Another key feature to have is *instantaneous, automatic* “Fail Over” for all phone calls if (***when!***) all of your Lines Are Busy.

The “Fail Over” Options work the same as the “No Internet” above, but with the Panasonic NSv Connect solution, you can have a different Routing Schedule for “All Lines Are Busy” versus “No Internet.”

### Automated Attendant

The Auto Attendant feature allows you to create simple (or complex) menus so callers can be directed to the appropriate person, message or department without having to talk with an operator.



## **Day Mode, After-Hours And Holiday Call Flows**

Almost every business has times when they want incoming calls to be handled differently. The Call Flow features allow you to handle calls differently based on the day of the week, time of day and/or holiday.

## **Voice Mail to Email**

***This is a feature many of our clients say is their favorite.***

When a caller leaves a voice mail, the voice mail is also converted to a sound file, attached to an email message and sent to the designated email address. This way the extension owner can listen to their voice mail from anywhere they have access to their email.

## **Fax To Email**

Whether we program the On-Premise Phone System to automatically recognize that an incoming call is actually a fax message and redirect that call to a virtual fax machine, or whether you take advantage of the eFax options, either way, an incoming fax can be converted to a PDF and emailed to the designated recipient for that fax number.

## **Paging (All Phones, Phone Groups and Paging Speakers)**

***Beware: This Is Often A Feature That Requires An Additional Charge!***

This feature allows the speakerphone on any handset to be used as a paging system for the business. Another extension can just press the designated Page button and make an announcement that is broadcast over all phones, just a group of phones or even the ceiling speakers and outside horns that are configured for paging.

## **Call Queues and Ring Groups**

In businesses where there is a high volume of incoming calls, you may want the ability to have callers automatically placed in a queue, with a custom on-hold message playing until the next agent is available. This feature provides this function and will automatically send the call to the next available agent in the designated group.

## **Find Me – Follow Me**

This is a favorite of users who are outside their office on a consistent basis. This feature allows your office phone to ring on your cell phone either simultaneously or in sequence (office phone first, then cell) so you never miss a phone call again!

## **Custom Hold Messages**

This feature allows you to deliver a special or promotional message to callers about the services you offer, promotions you are running or to simply wish them a Happy Holiday Season.



## The Next Step:

### A Free Communications System Assessment

Are you ready to make a move to a new phone system? Do you need phones that can work remotely? Are you curious if you could save money on your Monthly Phone and Internet bills? Do you just HATE your current system and wish you could find a suitable replacement?

If you answered Yes! to any of those questions, then we'd like to offer you a **FREE! Communications Assessment** and answer these questions:

✓ **Is your current network infrastructure (bandwidth, firewall, router, cabling, etc.) able to handle a new system?**

We have a diagnostic tool we run on your network over the course of 10-20 days to ensure a new VOIP system would work. We'll reveal any necessary upgrades and additional costs you may have to incur IN ADVANCE so you're not surprised AFTER you buy.

✓ **Can you save money on your phone and Internet bill?**

Depending on who your current service provider is, it's actually very common for us to save our clients between 20% and 40% without sacrificing quality. Often providers have unadvertised discounts and incentives you can take advantage of if you know where to look (*and we do!*).

At the end of this assessment, you'll have all the answers you want and need as to whether or not it makes good business sense to upgrade your phone system.

We hope you become a client, but if not, that's okay too!

***You have my personal guarantee that Absolutely NO High-Pressure sales tactics will be used at any point (before, during or after) our engagement. We simply want this to be a delightful, informative and positive experience for you... Every Step Of The Way!***

## How To Request Your Free Communications Assessment

There are three ways to communicate with us and schedule this free assessment.

They are: Go online to: <https://trsets.com/free-ca>

**Or** call me directly at (254) 651.1112

**Or** email me directly at [michael@trsets.com](mailto:michael@trsets.com)

Looking forward to serving you,

Michael R. Baumann II  
Director of Operations  
TRS Technology Solutions  
**TRSETS.com**

P.S. Even if you don't have an immediate need for a new phone system, having this Assessment done is an easy, no-cost way to have "fresh eyes" looking at what you're spending on your phone and Internet bill, as well as help pinpointing problems with your Internet bandwidth, firewall and router that could be causing phone problems, poor sound quality and dropped calls.

In the 37+ years we've been supporting phone systems and IT solutions for small businesses throughout Central Texas, we've never been able to find a "perfect" setup with zero problems or a business we were not able to help (in some way) improve their situation.

At the very least, the peace of mind you'll gain from having a credible third party reviewing your systems is worth the little bit of time it takes, and this is truly an easy, non-invasive process.

## Why Choose TRS?

### 100% Money-Back Guarantee

All of our system options come with a money-back guarantee. After we install the system and you start using it, if you discover it doesn't work for you, for ANY reason, let us know (*within the appropriate days*) and we'll help you transition to a new system and get a refund for what you paid towards the system, without hassles or questions.

### No Hidden Fees, 100% Transparent Billing And Quoting

When you buy a phone system from us, we guarantee that 100% of all fees and costs associated with the new system will be on that quote and you won't be unpleasantly surprised later with unexpected costs, fees and taxes. This is exactly why we do a comprehensive Assessment before quoting you, reviewing your phone bill, Internet service and network infrastructure, as well as how you use the phone.

### We're Local And Will Set Up The System For You

Most Hosted providers just ship you their phone in a box and leave you to set it up (good luck!). When you purchase a system from TRS, our "boots-on-the-ground" team we'll come on-site to set it up, configure it, transition you from the old system to the new one, train your staff and ensure everything is working perfectly. **100% Done-For-You!**

### No Finger-Pointing, Just Solutions-Oriented

Since we are not only phone system experts, but IT pros, as well, we won't point the finger at your IT person for the phones not working. We can actually troubleshoot the issues for you, owning the problem instead of blaming others. ***We Don't See Problems, We See Solutions!***

### Free Lifetime Training (Maybe Even Support)

All of our system options are really easy to use, and of course we'll show you how. *But, even better than that*, for as long as you have the system, we'll always provide Free Training. At any time, you can schedule a Free

Training session, whether it's for a new employee, just a refresher, or you want to learn some advanced tips and tricks, etc.

If your on the TRS HaaS All-Inclusive Payment Plan, your monthly fee also includes All Maintenance, Programming and Support (AMPS).



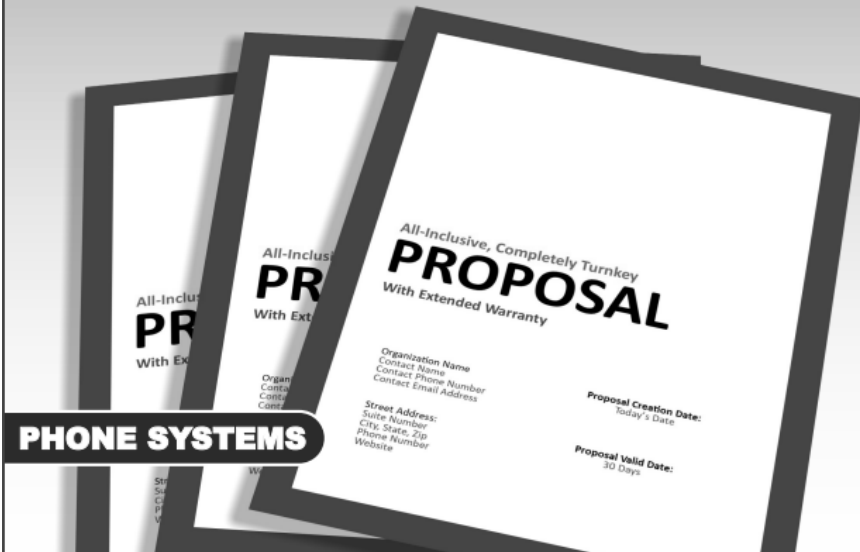
Michael R. Baumann II

TRS Technology Solutions and the 501C3 Technology Initiative

EVERYTHING YOU NEED TO KNOW TO GET

# AN ALL-INCLUSIVE

Completely Turnkey Proposal



# EVERYTHING YOU NEED TO KNOW TO GET AN ALL-INCLUSIVE Completely Turnkey Proposal PHONE SYSTEM VERSION

As you read through these concepts and statements, you may start asking yourself: "*aren't all of these just basically the same thing?*" and my answer to you is "*Yes... Sort of...*"

Unfortunately, if you're not Overbearingly Clear when you're are discussing your organization's needs with these "Other Guys" (who are only looking out for their own bottom line) you'll be giving them a real opportunity to "sneak in" and find some ways to "hit you with" additional charges and fees.

**When You Push Forward With The 15 Statements And Questions Included In This Guide, You'll Be Forcing The Proposing Dealer To Actually Take Time To Consider Your Organization's True Needs. These Prospective, Proposing Dealers Must Earn Your Business By Putting Forth Actual Effort To Come Onsite, Review Your Current Situation And Discuss/Assess Your Needs. There Is No Other Way They Can Provide You With A Quote That Will Actually Deliver Everything You Want From Your New System (And Dealer).  
That Is Not Too Much To Ask For!**



# 01

## **Make Sure You Ask The Proposing Dealer For A Turnkey, All-Inclusive, Completely Installed, Programmed And Functioning System Proposal.**

Now... You would think this would be obvious... It certainly should be obvious... but... way too many people just simply don't ask for what it is that they really want...

***(maybe there's a Life-Lesson there...)***

You must be deliberate in your asking. You must be certain that they know you know what you want. You are not here to play games. You are not here to be taken advantage of.

You are here to get a phone system proposal that includes the complete installation of your system.

***That Is Not Too Much To Ask For!***

# 02

## **Make Sure The Proposing Dealer Knows That You're Organization Will Not Be Spending Any More Money Beyond The Price Of The Accepted Proposal.**

***You Want To Make Sure Everyone Understands This!***

Be as clear as you can in letting the Sales Person know that they need to make sure their Boss and/or the Owner/Dealer knows that:

***Everything Necessary To Make Your System Work,  
Including All Programming, MUST BE INCLUDED In  
Their Original Proposal To You.***

There is no reason to pussyfoot around this topic. You want to be certain that all pertinent decision-makers from the Proposing Dealer know that you want your Proposal Price to be the Actual Final Price... No Additional or Surprise Fees.

***That Is Not Too Much To Ask For!***

## 03

**Make Sure The Proposing Dealer Knows That You Want To Have A Sales (Or Systems) Engineer - Not Just A Sales Person - Do An Onsite, Total Assessment Of Your Facility, System Location and Your New System Needs.**

You must have an onsite assessment by a wholly qualified individual who knows what it takes to make a new system work in your environment.

Way too many of these "Other Guys" use the lack of a real onsite assessment by a qualified technician and/or system engineer and/or proposal architect as a way to leave some wiggle room in their proposals.

They use statements like:

***"we didn't know you didn't have the correct cable where you wanted the new phone..."***

or

***"our sales person is not an installer and they didn't know you needed \_\_\_\_\_ component to make that particular feature work..."***

All you want is a Responsible, Qualified Authority to work with you to make sure you're getting everything you need.

***That Is Not Too Much To Ask For!***

## 04

**Make Sure The Proposing Dealer Knows Their Proposal Must Include Time To Not Only Completely Install the System, But Also Ample Time To Adjust Programming As Necessary Once The System Has Been Installed.**

Throughout my 25+ years of experience, it has proven (time and time again) that it usually takes about two, sometimes even three weeks to completely install a new phone system.

This includes getting all of the system programming and all of the end-user configurations to a point where they believe everything is working perfectly... just the way they wanted.

Which is why TRS always provides 30 Days of All-Inclusive, Implementation, Programming, Moves, Adds and Changes – Onsite and Remote – for normal businesses... and...

**TRS Provides 60 Days Of All-Inclusive  
Implementation Services For Nonprofits.**

***That Is Not Too Much To Ask For!***

## 05

**Make Sure The Proposing Dealer Knows Their Included "After Installation" Programming, Moves, Adds and Changes Allowance Must Include Onsite Service, As Well As The Remote Modifications.**

They need to know that you already know there's a high probability that they're going to have to make a couple of trips back out to your facility to help discern problems and remedy issues.

Sure - or at least, hopefully - they'll be able to make most programming changes remotely, but you want them to also be ready to come onsite - if needed.

There are so many things that may not go 100% as planned and/or designed, and as already stated (many times) you do not want to incur any additional fees or charges to get your system wholly functional.

***That Is Not Too Much To Ask For!***

## 06

### **Make Sure The Proposing Dealer Knows What It Is You Want A New System To Do Differently Or Better Than Your Old System.**

This should already be top-of-mind, because (most of the time) the reason you're actually asking about a new phone system is because you're already wanting to take advantage of today's technology and some of the new system features.

But, just in case you're after a new system because your current system has "died" or your organization is opening a brand new facility, you still need to know what you want your new system to do.

It is important - at any level, whether you think you know phone systems, or not - to have an in-depth conversation about what you want out of a system.

Ideally this conversation would happen with the Prospective Proposing Dealer(s) so you can learn about all of the new technology features their systems can deliver. This is their business and they should be able to introduce features and options that can empower your business.

You want to make truly educated decisions about features and functionality. Create lists of “Must Haves” - “Would Like To Haves” - and “It Wouldn’t Hurt Your Feelings If” your new system could do...

***That Is Not Too Much To Ask For!***

## 07

### **Make Sure The Proposing Dealer Knows What Your Old System Does That You Are Already Using And Need To (Or Want To) Continue To Do With The New System.**

Often nowadays, people requesting new systems are asking for new features - which often include things like Enhanced Automated Attendant Features, Voice Mail to Email options, Call Recording, or Voice Over IP Features and even Mobile Extension capabilities - but they forget to discuss all of the things they're currently doing with their old system.

It is important for you to know that a lot of today's newer systems - especially Cloud-based/"Hosted" systems don't do everything that the older systems do.

Paging (Page Announcements) to all of the phones or over Speakers is a perfect example of a feature you may be using on your current system that may not be available on a new system - at least not without additional equipment, and/or licensing fees and/or other costs.

If you want to continue to do things a certain way, make sure your new system can do what you need.

***That Is Not Too Much To Ask For!***

## 08

### **Make Sure The Proposing Dealer Knows How Incoming Calls Are Currently Being Handled... What You Like About Your Current Method And What You Would Like To See Different With A New System.**

Are calls answered by a Live Person? Are calls answered by an Automated Attendant? Are calls placed on Hold and then you Page Announce that “so and so has a call holding on line/park X”? Are calls immediately transferred to the designated extension and if no one answers voice mail picks up? Do some or all Users have Direct Inward Dial (DID) / Private numbers that ring their phone directly? Are Users allowed to forward calls to cell phones? Etc. Etc.

The more information you can provide – preferably even in writing – about how you want your Inbound Calls to be handled the less opportunity these “Other Guys” will have to not deliver, or come up with ways to add additional fees and charges.

All systems do not perform the same way so make sure your Proposing Dealer knows how you want things to work.

***That Is Not Too Much To Ask For!***

## 09

### **Make Sure The Proposing Dealer Knows How Outbound Calls Are Currently Being Done... What You Like About Your Current Method And What You Would Like To See Different With A New System.**

Are Users just lifting the handset, dialing 9 and the number? Do they press a line button to call out? Are they required to put in a code to make Local or Long Distance calls? Are all phones allowed to call out? Do any phones function with a Hot-Dial feature... This means when you pick up the handset it automatically dials a certain number or extension?

Again, the more specific you can be, the less chance you have of not getting what you want from day one... and the less likely it is these “Other Guys” can find ways to bill you more.

All systems do not perform the same way so make sure your Proposing Dealer knows how you want things to work.

***That Is Not Too Much To Ask For!***

## 10

**Make Sure The Proposing Dealer Knows Exactly How Many Phones You Currently Have (And Where) And How Many Phones You’re Going To Need (And Where).**

***CABLING IS VERY IMPORTANT!***

For the most part, the current and the desired phone counts are seldom amiss. However, what usually happens, is the supporting infrastructure is not accounted for.

Let’s say you want a new phone for the back warehouse, but no where in the conversation did anyone identify that there is no cable where you want the new phone.

Or, when upgrading to IP Phones, considerations aren’t made ***IN ADVANCE*** about making sure each phone location will have an appropriate cable and jack.

You may be surprised at how much a cable installation will cost... Especially after you've already locked these "Other Guys" into an All-Inclusive Rate... You don't want to give them an opportunity to take advantage of you.

Make sure the person providing the Onsite Assessment takes the time to be certain whether current cabling (or any other aspect of the current infrastructure) will support the new system and phones.

***That Is Not Too Much To Ask For!***

# 11

**Make Sure The Proposing Dealer Knows You Want An Extended Warranty... At Least Five Years Of Hardware And Software Coverage.**

***An Extended Warranty is Investment Protection!***

Unfortunately, a lot of these "Other Guys" only sell cheap equipment that only has a One Year Warranty. And even worse, ***because it really is "cheap" equipment***, it has only been designed to last (if you're lucky) just a little bit more than a full year.

You're not buying a new system to only get you through this next year. Your goal is **NOT** to buy new hardware every 18 months. You want a system that was built to last and has a warranty that stands behind the equipment for years and years to come.

Also, you need to be leery of Third-Party Extended Warranty Coverage Services. They are (often times) just as shady as the "Other Guy" selling it to you.



You want a system the Original Manufacturer is willing to stand behind, not some separate "Gap" Insurance company.

***That Is Not Too Much To Ask For!***

## 12

**Make Sure The Proposing Dealer Knows Their Proposal Must Include Electrical Surge Protection And Surge Protection For The Physical (Analog And/Or Digital) Phone Lines.**

Way too many of these "Other Guys" **INTENTIONALLY** leave Surge Protection off of the systems they install (unless you specifically ask for it).

Their hopes are that a big storm will come through and "blow" your system... That way, instead of selling you one system every seven to ten years, they get to sell you two systems within six months.

Again, it is important to make sure the Lines (not just the Electrical) are Surge Protected! If lightning hits your phone carrier's lines/equipment (that they didn't have grounded properly) this can do just as much damage... if not more.

**Surge Protection is Investment Protection!**

***That Is Not Too Much To Ask For!***



# 13

**Make Sure The Proposing Dealer Knows Their Proposal Must Include "In-Line" Or "Line-Interactive" Battery Back-UPS For All Of The Core System Components.**

***Battery Back-UPS is Investment Protection!***

"In-Line" or "Line-Interactive" Battery Back-UPS (Universal Power Supply) actually distribute clean, filtered, normalized power to the equipment via the batteries.

This means, regardless of the electrical issues your facility may be experiencing - which includes surges, brownouts, outages, etc.— the protected equipment always receives a steady - appropriately leveled - power stream.

You want to make sure all of your Core Components are plugged in and protected behind a Battery Back-UPS unit.

***That Is Not Too Much To Ask For!***

# 14

**Make Sure The Proposing Dealer Knows You Expect Them To Actually Invest The Time Necessary To Provide Your Organization With A Fully Customized, Truly All-Inclusive, Completely Installed and Functional Phone System Proposal.**

You must reiterate – especially to the “Other Guys” that are only about making money and not taking care of customers’ best interests.

What you will (hopefully) find during your proposal phase are the Dealers that ARE willing to invest their time and the appropriate resources (like a Sales Engineer and an Onsite Assessment) in you and your organization. You want to find Dealers that do want to come to you and do want to have real conversations about your business goals (regarding the new technology).

Ideally you will find a Dealer that wants to uncover, identify and discern the true needs of your organization, so they can be certain they're giving you everything you need (and more) to move forward with a cost-effective system and successful investment.

Unfortunately, what you will also find (a lot more of) is all of the "Other Guys" that won't invest their time and any of the appropriate resources in to you and your organization.

You know the one's I'm talking about... the one's that when you ask them to "Step Up" they "fall flat on their face."

Which really means they don't honestly care about you... They only really care about how much money they'll be able to make off of you.

But since you've been exposed to this eBook (and any other guidance from Michael R. Baumann II, and TRS Technology Solutions and/or The 501C3 Technology Initiative, you're now keenly aware of the games these "Other Guys" play and the shady tactics they use.

Which really means these "Other Guys" now know:

(A) they won't be able to take advantage of you...

And

(B) you're going to make them work a lot harder to get your money than by just allowing them to provide some "bare-bones" proposal.

When it is all said and done, you should only be working with Proposing Dealers that actually care about you and the best interests of your organization.

***That Is Definitely Not Too Much To Ask For!***

# 15

**Make Sure You Take Time – *In Advance* – To Consider All Of The Aspects Listed Above... So you Can Be Well Positioned To Have The Appropriate Conversations With The Proposing Dealers That Actually Truly Do Care About You And Your Organization’s Best Interests.**

I know there are not too many of us Truly Caring Dealers left. It actually does take a lot of time and resources to make sure we’re delivering everything you need... But...

The more specific information you can have “on the ready” and the more deliberate you can be about requiring an All-Inclusive, Turnkey, Completely Installed and Functioning System Proposal, the more opportunity you’re going to have to get exactly what you want (without any additional fees).

It’s always what you don’t know ***you don’t know*** that costs you the most... But now you know how these “Other Guys” try to take advantage of you.

You now have the tools and insights to make sure these “Other Guys” are stuck playing your game instead of you losing in theirs.

***That Is Definitely Not Too Much To Ask For!***

# **YOU NOW KNOW EVERYTHING YOU NEED TO KNOW SO YOU CAN GET AN ALL-INCLUSIVE Completely Turnkey Proposal PHONE SYSTEM VERSION**

I hope you enjoyed learning all of this information as much as I enjoyed sharing it with you. It is definitely time someone took a stand against all of these “Other Guys” who are out there taking advantage of every one they can.

Thanks to your help, we can make a difference... TOGETHER!

If you simply stand firm with your requests - as per this guide - you can save your organization literally thousands of dollars and weeks of headaches... and...

Even more importantly, you can actually get everything you need with regards to your new system.

Before you go, I want you to know there are many more great insights and other downloadable resources available from Michael R. Baumann II and on our websites:

**TRSETS.com**

**501C3TI.org**

I ask you take every opportunity you have to learn more about how we can help you protect your business and get you the technology you want... Without Breaking The Bank!

***That Is Not Too Much To Ask For!***

**AN UNFORTUNATE REALITY AND (ALMOST) AN INDUSTRY STANDARD.  
IT'S WHAT MOST OF THE "OTHER GUYS" USE TO WIN YOUR BUSINESS:**

# **CAPTIVE PRICING**

## **Very Low Pricing...**

These "Other Guys" do everything they can to make it look like you're getting a really good deal by providing "bare-bones" proposals/quotes.

## **Multi-Page Contracts...**

As soon as you agree to do the deal, out comes all of the paperwork... Contracts that totally lock you in while wholly protecting the dealer.

## **Not All-Inclusive...**

The problem is the "bare-bones" proposal you accepted was not an all-inclusive, "Completely Turnkey and Installed" proposal.

## **Expect Additional Charges...**

Captive Pricing is all about selling you on a proposal that looks cheap at first, but actually ends up costing you a lot more to actually make everything work the way you need it to.

## **Be Vigilantly Aware...**

### **Captive Pricing Is (Almost) An Industry Standard.**

The truth is, across the board, Captive Pricing is the most commonly used sales strategy that all of these "Other Guys" use to lock you and your organization into a deal that proves to be way more expensive than the original proposed price. *From my perspective, it's seemingly unethical, or at the very least deceitful.*

These "Other Guys" know - in advance, from the very beginning - that the Quote they're giving you is NOT going to be your final price.

These "Other Guys" do everything they can to provide you with a "bare-bones" proposal that usually only covers the things you've asked for - which doesn't necessarily mean the proposal will cover everything you actually need.

*Even as I type this, I'm getting "hot under the collar."* It's not your job to know every aspect and component necessary to deliver a complete and functional system... It's the dealer's job.

You're supposed to tell us what you want and then we're supposed to draw on our own expertise (**and integrity**) to provide you with a proposal that not only delivers everything you said you needed, but also covers all of the items you didn't know you needed.

Your proposal should also include Investment Protection components like Electrical Surge Protection, Phone Line Surge Protection, Battery Back-UPS, Extended Warranties, etc., etc.

If you're not wholly vigilant about asking for everything that you need, then you're giving these "Other Guys" an opportunity to **\*NOT\*** provide everything you actually need, and/or wiggle their way out of delivering an all-inclusive proposal.

Which means you're either going to end up having to pay more to get the missing components, or you're going to lose out on key features and valuable protection options.

### **Another unfortunate reality, that happens way too often**

Is you (the customer) get "suckered" into a Captive Pricing deal, and shortly thereafter start getting "beat up" by the additional charges and fees.

Your only recourse and chance to "fight back" is for you to tell the dealer, you are not paying for anymore items or labor. Which (of course) stops the project dead in its tracks.

What you end up with is a system that is not only **not** completely functional (as you originally intended) but now you've also paid way too much money for it **not to work**, like you wanted.

Which is, of course, when the resentment starts to set in. It seems like every time you look at the phone, it's no longer a phone, it's a festering wound... **that doesn't even work right.**

Plus, "come hell or high water" you are not calling that dealer back to fix anything. So you stew. You settle for less... much less than desired... Maybe even less than what you had before...

I wish I could say this doesn't really happen... or, doesn't happen all that often... but it is a very common problem. It is something that almost always goes hand-in-hand with Captive Pricing sales models.

Which is exactly why I'm providing you with this insight. I feel you **Absolutely Must Know** about these things. I really believe it is always what you don't know ***you don't know*** that costs you the most... and...  
**You didn't know these "Other Guys" could be so shady.**





ONCE YOU SIGN ON THE DOTTED LINE, THIS IS WHERE MOST OF THE ADDITIONAL FEES AND CHARGES WILL COME FROM:

# INSTALLATION OVERAGES

## **Read The Fine Print...**

This is where these "Other Guys" do the most damage. Read carefully. Often their contracts state it supersedes any other document and then - hidden in the fine print - are all of the nefarious clauses.

## **Confirm Everything...**

There is absolutely nothing wrong with you making certain all of their paperwork aligns with your expectations.

## **Modify As Needed...**

If something is not stated in such a way that makes you comfortable, amend it. It is your right to make a few modifications for clarity and peace of mind.

## **Get It In Writing From An Authorized Agent...**

Sales people (almost always) have no authority to lock the Dealer into any type of binding agreement, and the last thing you want to hear is: "\_\_\_\_\_ doesn't work here anymore and he wasn't authorized to give you that anyway."

# **It's Almost Evil...**

## **The Industry Deems Installation Overages As A "Definitive Point of Profit"**

Do you understand what that means? That means, if I were to use the Industry "play book" I'm supposed to make sure I charge you fees above and beyond my original quote...

I don't think that's right. Why should I hide additional fees I already know I'm going to have to bill you for later? Isn't that some type of fraud? At it's very best, I can only term it as a "detestable practice."

Bear with me just a few minutes, and let's make sure you and I are on the same page:

Let's pretend you have a need for a new system. You do some research and find some dealers in your area. You call them up and tell each of them what you need and ask for a quote. Pretty standard course of action, right?

### **Well here's where things start to go a little sideways...**

First off, you can't imagine anyone would sell you a system that doesn't work. I mean, you told these "Other Guys" exactly what you needed... and (I feel confident that) no where in your conversation did you ever say:

"Hey, if you could just give me a box full new technology stuff, I can make it work..."

Right? Of course not.

You wanted a quote for a system, installed and working. Not just a quote for the hardware. Not just a quote for the main equipment installed and almost working.

Which Makes 100% Complete Sense!

However, that's just not the way it comes together any more. The way the Industry works nowadays is these "Other Guys" think the only way they'll get your business is if they offer you some cheap, bare-bones proposal that doesn't include all of the charges and fees for installation materials, equipment, labor, shipping and/or any other services that are definitively part and parcel of (or even ancillary to) installing your systems.

They think if they go cheap on the front-end, they can make all their profit on the back-end... which is - literally - straight out of the Industry "play book."

Let me be clear regarding this. I'm not upset at the low-end proposal aspects. Where I get mad is at these "Other Guys," these other Dealers, who already know - well in advance, while they're actually making the proposal - you're going to have to pay a bunch more, above and beyond the actual price they're quoting you, to get everything installed and working the way you've requested it and actually need it, so everything works.

Where I really get steamed is when they try to hide this information, deliberately leaving the "additional costs" conversations off the table... ***at the very least, that's deception—if not straight-out fraud.***

**I know I'm getting off on a rant here, but I also want to say:**

***I know, for the most part, it is not the sales person's fault.***

After all, it's not their job to know everything required (regarding materials and labor) to install the system. It's the "shady" Dealer who

isn't clear and up front with the sales person about all of the additional fees they know the new client is about to get hammered with.

I can tell you, for sure (at least seven out of ten times), the sales person is just as surprised - and usually almost as upset - as you are. I mean think about it... The sales person is the one who garnered your trust and sold you the system. Often times these sales people are friends, or at least friends of friends. And this Dealer has just used them.

Depending on how big of mess was created after the sale (meaning how much more was charged during the installation phase), sometimes these sales people actually lose friends.

### **Let me get back to the main point...**

I think we can all agree, today's world is full of underwhelming effort - and it's not just the millennials anymore either. Almost all people, who are not doing their "dream" job, usually put forth just enough effort to make it through the day and not get fired.

Which translates (with regards to this conversation) most Dealers, and sales people, are not going to put forth the effort required to make sure they know everything they need to know about your specific system requirements, including physical location, cabling and network infrastructure, etc., to even be able to provide you with an all-inclusive quote that won't cost you more.

Which is exactly why I'm providing you with this insight. I feel you ***Absolutely Must Know*** about these things. I really believe it is always what you don't know ***you don't know*** that costs you the most... and you didn't know these "Other Guys" could be so shady.

Every one of these "Other Guys" thinks that you'll be OK-enough with the additional fees, because they think you'll just agree that there was no

way they could've ever anticipated all of the additional aspects of your installation... Because...

***They Never Had Their Installer, or Their Sales Engineer, Ever Come To Your Facility To Do A Pre-Installation Assessment and Make Sure They Knew What They Were Getting Into.***

**The worst thing about all of this is in the presentation of the Quote: These "Other Guys" never tell you - in plain English - that the system proposal you're looking at does *\*NOT\** include everything you're going to have to pay.**

Even worse than that, is most of the time, they try to hide (even the remotest possibility of) the additional fees they actually already know you are going to incur.

As I've already stated (I'm sure many times by now - in the previous pages) Captive Pricing is an Industry Standard. Installation Overages are deemed a "Definitive Profit Point." And the only way I know how to help protect you from all of this is to make sure you know how to:

### **Get an All-Inclusive, Truly Turnkey, Completely Installed and Programmed Proposal**

I wish I could say this deception (and fraudulent behavior) doesn't really happen... or, doesn't happen all that often... But the unfortunate reality is that this type of deceitfulness is a very common problem. It is something that almost always goes hand-in-hand with Captive Pricing sales models.

## About Michael R. Baumann

Michael R. Baumann II is the Director of Operations of TRS Technology Solutions.

His father, Mike Baumann Sr., started TRS in October of 1983 when Michael was only 12 years old... Just a few short years later, Michael was able to get his “hands dirty” - *literally* - as Michael found himself with the “luxury” job of getting to run a lot of cables through old attics and under buildings.

In 1989, Michael went away to play golf when he received the Lee Trevino Golf Scholarship to Texas Wesleyan University. Michael played a year of college golf and almost 6 years of professional (mini-tour) golf...

Michael came back to TRS full-time in the Winter of 1995 and played his last professional event in 1996.

Over the last (*almost*) three decades, Michael worked his way from “Helper,” to Lead Technician, and was promoted to Director of Operations in 2002.

With that being said, Michael is still *pretty darn good* on the golf course, so if you ever need a 4th (*or a “ringer”*), you can count him in...

Michael was married in June of 2000 to his beautiful wife Alice, his first child, Madeline, was born in April 2003 and in November of 2005, his son Jonathon was born.

## **Michael Baumann Is A Certified Dealer and Technician On All Panasonic Business Communication Systems!!**

***“Michael R. Baumann II, is one of Panasonic’s most skilled dealers and advanced installers. Michael has the capability of making our systems do more than originally designed. Some of the creative solutions he has brought together for his clients are extremely impressive... In my professional opinion, you could not find a better dealer to work with.”***

- Bruce Beaudette, Senior Panasonic System Sales Engineer

### **Areas of Expertise**

- Saving Businesses Money On Monthly Telecom Expenses
- Business Communication Systems Infrastructure and Design
- Customized Solutions for Businesses of All Sizes and Needs
- Very Knowledgeable In All Areas of Voice, Data, Audio & Video
- Creative Financing Options for New Equipment and Services
- Personalized Solutions Designed With Your Future In Mind

### **Certifications & Authorizations**

- Certified On All Panasonic Telephone Systems
- Certified On All Panasonic Voice Processing Systems
- Certified On All Panasonic Network Camera Systems
- Certified On All Panasonic Unified Communications Systems
- Panasonic NSv Connect (Blueface) Authorized Partner
- Nextiva Certified Partner
- Dell Value-Added Reseller
- Cisco Authorized Partner

***“My job is to make sure that TRS provides the most cost-effective communication solutions. I’m certain that every system we propose is not only going to cover our client’s immediate needs but can grow with them, and will serve their business for many, many, many years to come!”***

- Michael R. Baumann II

## About TRS Technology Solutions

We Provide The Absolute Most Cost-Effective And All-Inclusive  
**VOICE, DATA & SECURITY SOLUTIONS**  
Specifically Designed For Small Businesses and  
Nonprofit Organizations In Central Texas!

TRS Technology Solutions provides **Voice, Data** and **Security** Services and Solutions to all types of businesses in all types of industries, throughout Central Texas, and has been doing so since October of 1983...

*that's almost Four Decades!*

TRS was founded on three simple principles that are the backbone of our business, and are the foundation of our success, even more so today than ever before... **Value, Service** and **Integrity**.

**Value** with cost-effective solutions.

**Service** by building trusted business relationships.

**Integrity** by always delivering what was promised.

Over these last four decades, TRS has had the opportunity to serve businesses of all sizes, from the home office entrepreneur to Fortune 500 conglomerates... Today, we specialize in serving small businesses and nonprofit organizations. But with our vast experience TRS has come to know what any business' Voice, Data and Security needs truly are.



## With insight comes innovation.

It's this innovation that's led Michael Baumann II, of TRS, to create **The 501C3 Technology Initiative** which provides nonprofit organizations with **HUGE DISCOUNTS** on all Voice, Data and Security Solutions, as well as allowing the other small businesses to take advantage of the residual benefits associated with TRS creating the ***Absolute Most Cost-Effective Voice, Data and Security Solutions***, including:

- Business Telephone Systems
- Hosted Telephone Systems
- Digital (SIP Trunk) Phone Lines
- Wired & Wireless Networking
- Managed CyberSecurity Protection
- IP Surveillance Camera Systems
- Paging & Background Music Systems
- Certified Structured Cabling Systems
- Audio and Video Distribution
- and So Much More...

In the next few pages I'll provide a quick overview of each of the solutions listed above...



# Panasonic Business Telephone Systems

***Number One Global Provider Of PBX Systems Panasonic Is Also  
The Number One Phone System Provider For North America***

Panasonic knows that successful businesses thrive by providing hands-on, personalized service to their clients. Being out-of-touch is simply not an option.

Using a combination of advanced telephony products coupled with IP-enabled applications, Panasonic is able to provide customizable and scalable solutions that allow colleagues, clients and stakeholders to communicate, collaborate and create... even when they're not face to face.

## **Solution Highlights**

- Panasonic is the Number 1 Global Provider of PBX systems (< 100 exts).
- Panasonic is the Global Leader in DECT wireless.
- Panasonic offers state-of-the-art telephony systems, full suites of digital, VOIP, SIP and analog phones, including IP Conference Speaker Phones, in-building DECT wireless handsets, and Phones with network cameras.
- Panasonic systems support a range of partner-provided applications for the hospitality and retail markets, as well as SIP Trunking services for considerable cost savings.
- Panasonic also provides networking capabilities for seamless integration of remote employees and locations by providing easy access to your central communications server and by allowing incoming calls to your desk to automatically ring on your cell, remote phone and mobile app.

# Hosted Phone System Options

## *Are You Considering A Hosted Phone System?*

If You're Certain You Have Reliable Internet With Enough Bandwidth To Support A Hosted System Then We're Here To Help...

*IF YOU'RE NOT SURE YOUR INTERNET IS ENOUGH, WE CAN HELP WITH THAT AS WELL!*

If you're serious about going Hosted, TRS **ALWAYS!** recommends a Fiber Dedicated Internet Access (DIA) service. If you do not have Dedicated Fiber Internet, TRS can test your Internet connection, which will include uptime, throughput and overall performance over two-weeks (14-20 Day period).

We will **\*NOT\*** just run a one or two-minute "speed" test, like all of the "Other Guys." ***You and your business are way too important to us.*** We're not in the business of just selling you a "quick and easy" contract.

***It is our job to make sure the solutions we  
Provide improve your business, at every level.***

We know that most of the "Other Guys" are ***just Sales People*** who really don't understand how vital your phone system is to your business. These "Other Guys" (for the most part) usually know just enough about the system to hopefully close the sale and make their commissions, but they don't truly understand how ***a Hosted system can actually cost your business exponentially more*** and negatively impact your bottom line much more than any perceived or potential savings could ever improve it.

TRS has been selling, installing and maintaining phone systems for almost 40 years now. We definitely understand how important a phone system is to every business. And more importantly, we actually understand how all of the various system features improve call flow and call handling efficiencies.

What most people don't know - ***Until It's Too Late*** - is that Hosted Systems are just "glorified" single line phones. Without definitive planning, and appropriate option selection (which will often require additional fees/costs),

a Hosted system will not perform like the business phone system you’ve grown accustomed to. ***TRS Helps You Understand All The Options and Helps You Make The Right Decision.***

TRS is a Certified Partner and Installer with two of the best Hosted Providers:



**Panasonic’s NSv Connect is now BLUEFACE!**

Still a powerfully-simple Hosted Voice Platform. Built on decades of telecommunications experience, Panasonic is able to leverage their previous technology to help mitigate risks related to moving your Voice to the cloud.

**NSv-BLUEFACE Is Ideal For Most Businesses!**



While TRS highly recommends NSv BLUEFACE for most small businesses, we’ve found that certain companies can benefit from the more advanced features available in the NEXTIVA Automation, Tools and Analytics apps.

***Best Option When Sophisticated Solutions Are Needed!***

## Digital (SIP Trunk) Phone Lines

*If You're With AT&T, CenturyLink or Frontier*

*You Can Save Up To 80% Every Month On Your Local and LD Phone Bills*

We know every dollar counts, **Our Goal Is To Save You Money!**

When you upgrade to Digital (SIP Trunk) Phone Lines, you can save up to 80% on your phone bill every month... That includes Local, Long Distance, Toll-Free and even International Calling.

By going with SIP Trunks, also known as "Internet Phone Lines" you're remove the local telco and all of their outrageous fees and surcharges... That means, you only pay for the services you actually use - Local, Long Distance, Toll-Free and International calling.

**YES! You Do Get To Keep Your Same Phone Numbers!**

### **What Are Digital Phone Lines?**

Simply stated, "Digital Phone Lines" are Internet Phone Lines delivered by an ITSP, or Internet Telephony Service Provider, like NSv Connect, instead of a local exchange carrier, like AT&T. These lines are also known as VOIP (Voice Over IP) Lines, and SIP (Session Initiation Protocol) Trunks or Lines...

But, regardless of what you call them, they still work the same as regular phone lines (non-technically speaking) and they most certainly save you tons and tons of money!

For More Information, check out:

***Panasonic Enhanced SIP Trunks on Page 40***

# Wired and Wireless Networking

***TRS Has A Full IT Networking Department***

***Whether You Have 2 Computers or 200, TRS Can Manage Your Network***

**TRS provides Complete Networking Solutions for any business...**

Whether you have 2 computers or 200, the TRS IT Department will provide your business with expertise and the most cost-effective solutions. We are here to help maximize your company's potential.

TRS' Networking Team has different levels of hands-on experience with Dealer Management Systems, Electronic Medical Records, Microsoft and Linux Servers, Data Back Up and Network Security.

**TRS, as a Panasonic Certified Dealer has access to the Panasonic ToughBooks and ToughPads... Plus, TRS is a Dell Value-Added Reseller and Cisco Authorized Partner**

## **Professional Data and Networking Services Include**

- Outsourced and On-Demand
- Onsite Reactive and Emergency Support
- ProActive Network Maintenance
- Data Back Up and Security
- Virus, Malware and Spyware Removal
- PC, Laptop, Tablet, Server and Printer Setup
- Strategic Technology Planning
- Network Mapping
- Network Health Analysis
- Disaster Recovery Planning

# Managed CyberSecurity Protection

*Who's Protecting Your Business!*

In today's world, Cyber-Crime is thriving and is one of the fastest-growing industries on the planet.

The Wall Street Journal reports:

***"Over 250,000 computers are affected by malware every day..."***

***"At least one-third (over 32%) of all computers in the U.S. are infected with some form of malware."***

***"Over 350,00 new malicious programs, malware and other unwanted apps are created every day."***

The scariest stat of them all:

***"Every Minute, At Least Four Companies Fall Victim To A Ransomware Attack."***

**It is my mission to make sure EVERY Small Business and Nonprofit Organization has appropriate and layered CyberSecurity Protection, Detection & Response Tools in place, safeguarding their network!**

To that end, over these last three-plus years, I have created, tested, modified, tested, streamlined, tested, simplified and perfected the

***Absolute Most Cost-Effective, Hybrid, Managed CyberSecurity Services and Protection Plan*** available.

Unlike every other Managed Services Plan out there, my plan is specifically designed for the Small Business and Nonprofit marketplace.

***You Only Pay For The Services You're Actually Getting!***

# BASE4+

PRIMARY COMPUTER SECURITY PLUS  
REAL-TIME MONITORING, MANAGEMENT & TRAINING

Base4+ is the Primary Computer Security Tools. These are also known as the Endpoint Device Security tools.

Your business needs these Base4+ Security Tools on every single device on the company network. Including servers, desktop computers, laptops, and even mobile devices that access the company network.

These are the first four Core Components of Core6+ Business Network Security Platform:

***Core 1 - Managed AntiVirus and AntiMalware***

***Core 2 - Web Protection and Content Filtering***

***Core 3 - Security/Critical Patch Management***

***Core 4 - Basic Workstation Document Backup***

Base4+ should be considered the absolute minimum starting point for any business looking to protect it's people, clients, confidentiality and finances.



# CORE6+

**BUSINESS NETWORK SECURITY PLUS**  
SYSTEMIZED, REAL-TIME BUSINESS CYBER-SECURITY

Core6+ includes the Base4+ components as well as adds the “perimeter” protection associated with:

***Core 5 - Wireless Access Point Security Config.***

***Core 6 - Gateway Security Router with IPS/DPI***

By covering all six core components, TRS minimizes risk and maximizes the overall security of the network by delivering a comprehensive, systemized, multi-layered, concentric cybersecurity platform.

## **MANAGED EDR**

Replaces Managed AntiVirus with **REAL-TIME, ALWAYS-ON** protection that can even “rollback” from Ransomware.

## **MAIL ASSURE**

Advanced Threat Protection for Inbound and Outbound Email Security.



# Panasonic IP i-PRO Extreme Cameras

*See There When You Can't be There*

*Panasonic IP Cameras Allow For Remote Monitoring, and Peace Of Mind*

Panasonic is an industry leader well known for its video imaging expertise and innovative IP camera technology, marking nearly a dozen industry firsts. With a comprehensive line of intelligent IP camera and video surveillance solutions, Panasonic's performance, quality and reliability deliver all the security you need.

Panasonic transforms system functionality and efficiency with their i-PRO and i-PRO Extreme cameras that can easily integrate into new and existing installations. Panasonic's PoE, vandal-resistant cameras deliver unequivocal reliability at an affordable price.

## Why Panasonic?

- Panasonic is the Global Leader in Video Surveillance Equipment and Security Cameras (source: IMS World Market for CCTV and Video Surveillance Equipment - 2009)
- Panasonic provides the finest end-to-end imaging, performance for IP, analog and hybrid systems
- We have cameras for virtually any situation: for home and business, indoors and out, models activated by heat, motion/sound, etc.
- Panasonic offers integrated solutions with third party partners that cover a wide variety of applications including access control.
- Solutions are available for education, facilities management, government, transportation, general and professional offices, auto dealerships, manufacturing and retail environments, just to name a few.

# IP Surveillance Camera Systems

## *End-To-End Security and Surveillance System Solutions*

Whether you need a ***Super-Simple*** camera system with 4, 8, 12, even 16, 24 or 32 cameras, or if you need a ***Super-Sophisticated*** Video Management System (VMS) with 100's of cameras spread across multiple locations we can help. We provide the **Most Cost-Effective Camera Systems** for business.

TRS offers super-simple, out-of-the-box NVR systems from three different leading manufacturers, as well as two of the world's best Video Management Systems:



Synology (mid-range VMS) will protect your business, home, and other environments with reliable, intuitive Surveillance Station, delivering intelligent monitoring and video management tools to safeguard your people and your valuable assets. ***Scalable to meet your needs.***



Panasonic's Video Insight is a powerful yet easy-to-use Enterprise VMS with new architecture that provides enhanced scalability and improved feature sets. This powerful and versatile solution delivers uncompromised system management with **Unlimited Scalability.**

# Certified Structured Cabling Systems

*The Foundation Of Your Business' Success*

*Voice, Data, Audio, & Video Cabling — Cat.5E, Cat.6A, Fiber, CoAx.*

## Voice and Data Cabling

Cabling is the most important network decision you will make. No other component has a longer life cycle than your cabling system. Improperly designed or poorly installed cabling systems account for 80% of network problems. TRS can help you create a plan and system that reduces the need for moves, adds, changes, and will also save you reconfiguration and installation costs.

## Fiber Optic Cabling

Whether your application calls for single mode or multimode fiber, TRS can help you with all of your fiber optic needs. We'll design and install the correct fit for your application by engineering a complete solution so you don't have to redo your cable two or three years from now. No one likes to reinvest in their wiring every couple of years – let TRS help you get the most for your money by installing it right the first time.

## Audio and Video Cabling

Whether you are looking for a state of the art, High-Def Theater or just need help with a basic installation or any configuration in between, TRS can help. We provide all levels of Audio and Video installations from prepackaged systems to individual configurations for 5.1 and 7.1 Surround Sound systems. With our enhanced options for audio and video, we can provide a wide range of different applications.

# Paging and Background Music Systems

*Mass Notification & Emergency Communication*

*Valcom Offers The Most Advanced Paging Communication Solutions*



Valcom is the world-wide leader in Commercial and Enterprise level paging and speakers.

From the inception of Valcom in 1977, their focus has always been and will continue to be listening to and providing customer based solutions.

Valcom's unique and extensive experience in IP and Analog Voice Paging systems, IP Centric Multimodal Systems and other Telecommunication Enhancements gives them a unique perspective.

## **TRS Is An Authorized Valcom Dealer**

As such, TRS can design and implement everything from even the simplest of paging systems all the way to the most complex mass notification communications system solutions.

Valcom's customer base includes most of the Fortune 500 companies, the majority of highly secure US Government facilities, local government emergency service organizations, over 35,000 schools and probably your organization, as well.



# Audio and Video Distribution

*Create An Experience That Moves or Soothes*

*We Can Help You Deliver A Client Experience That Means Business*

Whether you want to distribute Standard Definition, HD or even Ultra HD Video for your in-house presentations and self-provided commercials, or maybe you just want to distribute Standard, HD or Ultra HD Audio and Video for Cable TV, Streaming or Satellite TV...

## We Have The Distribution Systems

TRS provides Coax and Cat5/Cat6 cable distribution systems from the best manufacturers available to meet any topology (cable type) or quality/price point available. We make sure you get the right Audio Video Distribution System for your needs.

## All The Amps, Splitters, Switchers and Cable You'll Need

- Boosters and Distribution Amps to amplify your Audio/Video Signals to allow it to run over long length cables
- Distribution Amps or "Splitters" take the Audio/Video from one device and amplify and split the signal into multiple A/V outputs.
- Baluns Convert the Audio/Video Signals to "Balanced" Signals that will run over Cat.5E or Cat.6A cable.
- Matrix Switchers allow routing from any input to any output for advanced signal routing capabilities.
- Matrix Cat.5E Switchers/extenders allow both switching and extension.
- Custom Length Audio/Video cables to meet any need.

## Other Services and Offerings

*TRS Offers More Services Your Business Can Use*

*Including Music/Marketing On Hold and Websites & Internet Marketing*

Every caller is a potential customer. That's why effective Marketing On-Hold (MOH) messages are essential in today's competitive and over-saturated auto market. With 25 years of innovative, award winning on-hold audio and business music solutions, OnHold Plus is the recognized leader in message-on-hold products.

With the **FREE** Message Studio Software, you are never more than a few mouse-clicks away from a new custom on-hold message.

### Introducing SynerSpect

As a professional web design firm, SynerSpect offers a multitude of website design and development services, including a variety of Internet Presence and Lead Capture Solutions.

### Internet Marketing

SynerSpect builds websites and marketing pages specifically for Google. We do keep the other search engines in mind, but we are definitely going after the "lion's-share" of organic traffic, by developing for Google.

It's important to understand that Google, and the Search Engines, are really only EVER answering ONE SEARCH. If you go to Google, or any other Search Engine, there's only One Search Box... meaning only one question at a time can be answered. For your website to rank high, Google needs to consider your web site as the best, most relevant result for that one search.

***That's What We Do!***

**Well... There you have it... A Ton Of Great Information To Help You Move Forward With Your New Phone System Options...**

**Whether you opt to own your own “cloud” or even if you choose the “Forever” payment... Please know I’d be honored to help you and your business move forward.**

If you want to sit down and discuss your options, or if you just have a few questions, please do not hesitate to contact me... THANK YOU!

