



Welcome to the Spring edition of Comms News. We keep on hearing the words 'green shoots of recovery'. At Datasharp we like to think that our contribution to nurturing these green shoots is by offering communication solutions that streamline and improve the way that businesses communicate with each other. Over the years we have been involved in a wide array of projects from the biggest corporations through to the smallest home based businesses, each time going in and creating a tailored solution.

In this issue we cover subjects such as our new hosted call centre application which is ideal for linking several offices retaining any type of premise phone system, green ICT solutions designed to be environmentally friendly and also the cash back offer for certain old systems and handsets if replacing with the Siemens OpenOffice ME solution, more information about our ShoreTel IP offering and a reminder of the benefits of implementing a marketing on hold strategy.

Lots of great ways to help you boost your business we hope! Look forward to speaking with you soon.



Mark Wilson  
Managing Director

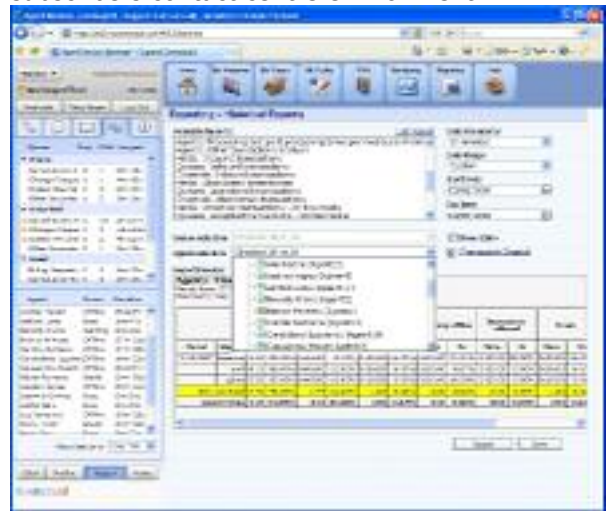
### **Datasharp OnDemand Contact Centre**

Forget about expensive premise based hardware solutions. Datasharp OnDemand Contact Centre is a full-featured, enterprise-class contact centre product without all of the integration headaches of premise-based equipment. Datasharp OnDemand Contact Centre has no up-front costs – a browser and a phone is all that an agent needs. Designed to be used with your existing telephone system it can be implemented cheaply and quickly.

- Virtual Contact Centre design supports multi site and home operations without additional effort or cost. Agents can be anywhere using an Internet browser and regular phone.
- Reliability is built into the architecture; Datasharp OnDemand Contact Centre's redundant core computers, network and highly-available Storage Area Network exceeds the availability of on-premise solutions. Systems are maintained and monitored 24/7/365.
- Scalability allows instant and large expansion without technology changes. Confidently

subscribe to only the amount of capacity needed without restricting future seamless growth.

- Management and Monitoring capabilities provide real-time control and status from a Web browser. Service level alerts trigger wired and wireless devices when targets are missed.
- Complete and easy-to-use web interface designed by the original Apple® GUI Designer. Manager and supervisor configuration screens give complete control of all aspects of the subscribers contact centre environment.



- Integrated with leading CRM solutions such as Salesforce.com™ and Netsuite and Unipress Footprints Help Desk software.
- Unique JumpStart methodology provides knowledge transfer with four one-hour sessions. Remarkably, fewer than 5 percent of subscribers use any support beyond their initial JumpStart to manage their configurations.
- Web Services APIs enable customers and technology partners to create tightly-integrated contact centre applications and products. Naturally, this includes screen pops.

For an audio and video tour go to

<http://www.hosted-voip.co.uk/hosted-contact-centre/index.html>

### **Going Green**

It's not just about the environment; energy efficiency is really about the bottom line. For many organisations that consider environmental stewardship to be very low on their priority list, life is changing. By casting a green eye on energy consumption, companies can have a significant impact on their cost base.

While a vast majority of British businesses are still not into sustainability and climate change, they are into reducing costs. Energy costs have fluctuated greatly in the last year and the IT

department is in need of taking responsibility for reducing these costs.

According to MacMillan, PC monitors and displays account for 22% of users electricity consumption by ICT component, PC's represent 20%, servers 12%, copiers account for 10% and the figure for Data Networks is 7% and Telecoms is also 7%.

Simply by placing a green focus on IT, businesses can immediately save between one fifth and a third of their overall IT operating budgets. When undertaking an evaluation of your organisation from a viewpoint of environmental sustainability, it is important to review if equipment is at end of life and has to be replaced with more energy-efficient technology.

Equally, if the telephone system equipment is not at end of life there is no reason to throw it away. You can extend its life through the adoption of an IP solution that integrates with the legacy phone system to take advantage of tools to support location independent working.

### **Cash Back offer on OpenOffice ME**

For a limited period only (up to 30<sup>th</sup> June 2009) we are able to offer €500 CASH BACK in exchange for old telephone systems if replacing with the NEW Siemens HiPath OpenOffice ME for up to 50 users and €1000 CASH BACK for 50 - 100 users.

ALSO, we are able to give €20 CASH BACK in exchange for replacing your old handsets for the new OpenStage handset range.

The offer is open to the following systems: Alcatel, Avaya, Cisco, Mitel, NEC, Nortel, Norstar, Meridian, Panasonic, Samsung and Toshiba.

### **ShoreTel IP Communications**

Having successfully established themselves in the USA, ShoreTel launched into Europe last year with headquarters near Maidenhead. With the uncertainty surrounding Nortel and because we have been impressed with the product and the organisation, Datasharp has decided to become a ShoreTel partner in the UK.



- Pure IP unified communications delivers exceptional quality.
- Highly scalable switch solutions meet the needs of enterprises, small and medium businesses.
- 99.999% system availability exceeds stringent enterprise standards.
- One system spans multiple locations
- Centralized management helps reduce administration costs.
- Low cost of ownership

### **On Hold Marketing**

An entertaining & informative alternative for your customers. Even in the age of the internet, a large percentage of business is taken over the telephone – 94% of marketing budgets are spent on getting people to call – only 6% is spent on handling these calls professionally.

Did you know?

- Over 70% of business calls are placed on hold or transferred.
- 90% of callers will hang up if held in silence for over 40 seconds – and 34% will not call back.
- Around 20% of callers make a purchase if they hear an offer that interests them.



- Most calls are put on hold for 30 seconds – plenty of time to get a marketing message across! What do your callers hear when they are on hold or being transferred? Are you maximising this onetime opportunity to inform, to impress... to sell?

Our on hold solution comprises a digital 'On Hold Player' and a professionally scripted and voiced 'On Hold' programme. Messages can be regularly updated in-line with the changing marketing needs of your business.

How your business benefits:

- Entertain phone callers and sound more professional
- Up-sell and cross-sell
- Automate service announcements
- Drive-up website traffic
- Answer frequently asked questions
- Reduce call abandonment rates
- Meet regulatory obligations
- Improve image & brand awareness

### **Customer News**

Record and music company **Cooking Vinyl** has installed a Siemens OpenOffice ME IP phone system to improve their communications.

[www.cookingvinyl.com](http://www.cookingvinyl.com)

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