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Want the Secret to Increased Profitability and Employee Productivity? Deploy Virtual Offices by Utilizing Your Company's Existing Technology

Tom Cordell, President of Spectrum Communications, Explains How This Simple Concept is Changing the Way Organizations Conduct Business for the Better

SANTA FE/ALBUQUERQUE, NM — March 31, 2008 — Increased profitability and employee productivity is what we all strive for as business owners on a daily basis. Simply put, this is what keeps us going, because if we stop there is a good chance our company we will not be around tomorrow. There are many ways organizations attempt to achieve these objectives. However; there is one in particular that's gaining tremendous popularity among senior management teams of small to mid sized companies across the country. Essentially, it is the deployment of virtual offices through the utilization of a company's existing technology. That's right! You can actually tap into a current and fixed asset to expand your business, improve the bottom line, have more productive and happier employees, and achieve a work/life balance. This simple concept is rapidly changing the way organizations conduct business for the better.

What is a virtual office?

Basically, a virtual office fulfills all of the roles of the traditional, centralized office although the employees, also known as telecommuters, work at home offices either in a part or full-time capacity and collaborate for the most part electronically with other employees. Virtual offices are a matter of degree since even in conventional offices many business relationships are maintained across distributed environments. For instance, customers and suppliers are located at different sites, and project co-workers are often located in different divisions. In both traditional and virtual office's the organization mission remains the same, but some business procedures change in the latter to accommodate collaboration at a distance.

What technology is needed to set up a virtual office?

In order to conduct business in this fashion, all that needs to be done is the integration of phone, computer, email, and fax. Again, this is current technology that is already being utilized in-house. The other items that a company may need to deploy to truly allow owners and employees to occasionally work offsite is a Virtual Private Network (VPN) and Voice over Internet Protocol (VoIP). The VPN enables employees to connect to a network remotely so they can access files on the LAN, while operating in a secure environment. Furthermore, most cities have excellent wireless broadband coverage so individuals can connect to the Internet anytime, anywhere.

In regards to the telecommunications component, the recent advancements in VoIP are sweeping the globe because it enables people to speak through the Internet. Unlike regular phone service, VoIP conversations are transformed into digital information and sent over a broadband data network. For example, VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges, dramatically impacting a company's bottom line.

What are the benefits?

There are a number of extraordinary benefits that businesses can obtain by giving the owner, the management team, and other employees the ability to work virtually. For example, dispersed sales teams are not so disconnected anymore. They can tap into the network and communicate via email or by using a remote IP phone from any location. A salesperson can connect through the VPN from their hotel room and they've instantly become their own virtual office. In addition, servicing customers means being available 24 hours a day, 7 days a week. VoIP gives customer service representatives the advantage of answering calls at the office or at home. This is critical because the world has become a significantly smaller place. A customer with a big order in Korea will not find an answering machine as a

sufficient means of service. They want to speak to someone in real-time. Finally, with VoIP, employees have one phone number with one extension and it doesn't matter where they are geographically. More importantly, the person on the other end has no idea of one's location as long as they are receiving the services they desire. Combining these technologies gives businesses the flexibility to provide an even higher level of customer service – all while reducing costs. As a result, consulting company, Gartner Group, estimates that employees who work offsite are as much as 40% more efficient than their colleagues in the office.

What's in it for the owner?

Business owners can personally reap the benefits for themselves as well. For instance, owners of small to mid sized companies have the unique option to work from home too by utilizing their existing technology. This enables them to avoid distractions to spend quality time working on their business and not in it. These valuable individuals are charged with guiding their company's strategic direction, enhancing the vision, and ensuring its mission. What a better place to do that than in the comforts of a home office. Plus, the virtual office allows business owners in the retiring baby boomer generation a way to stay connected to their companies, continue to offer consultative advice and their years of experience and knowledge, while not being tied down to an 8 hour day.

What's the first step to get started?

By tapping into existing technology and adding a few minor features, organizations of all sizes can take advantage of increased profitability and employee productivity that comes along with virtual offices. This concept has created a win-win-win for owners, employees, and customers. Individuals now have the ability to conduct business where and when they want, while meeting the demands of customers and at the same time increasing their quality of life. The first step towards implementing a successful virtual office is to select a telecommunications provider that understands your business needs. After that you can relax knowing you've just done a simple act that will positively impact your bottom line.

ABOUT SPECTRUM COMMUNICATIONS

Founded in 1985, Spectrum Communications is a locally owned, full-service technology company servicing New Mexico with offices in Santa Fe (505) 474-4100 and Albuquerque (505) 888-6464. As technology marches on, digital voice and data networks have "converged" into integrated computer/telecommunications systems that offer many advantages versus traditional analog telephone systems. By employing these latest technological advances, businesses will help to ensure their success – improving their productivity and increasing their "bottom line". Spectrum Communications evaluates the communications needs of its customers/partners and implements customized state-of-the-art technology solutions. Through emerging technology we help our clients gain a competitive edge and increase their revenues.

To implement these solutions, Spectrum Communications employs staff who are licensed and certified and are experienced in the installation and repair of low-voltage cabling, traditional telephone and voice mail systems. Spectrum holds a New Mexico Contractor license and is insured and bonded. Spectrum is a Microsoft Partner and a certified dealer for ShoreTel (pure VOIP solutions), NEC (converged solutions) and Vodavi (traditional), offering communications systems that can accommodate large VoIP solutions with multiple sites. Customers are thoroughly trained in every component of their system by Spectrum Communications highly experienced customer service team.

The company's local dispatch center delivers round-the clock service to ensure system reliability. Spectrum Communications also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Spectrum Communications, call (505) 474-4100 or visit www.spectrum-nm.com..