



Comms News Winter '06

from Datasharp Telecom

NEW 21st Century Network

Since 2004 BT has been planning its next generation fibre optic convergence network running cables into every house and office in the UK. It is rumoured to be costing in excess of £10 billion and representing over 75% of BT's total annual expenditure. Why are they doing this? Well you've probably heard of SKYPE which offers PC to PC voice calls via the internet. 21st Century Network or 21CN represents BT's answer to this technology but on a much larger and much improved basis and is set to revolutionise the way we communicate with each other.



All voice, image and data communications will now travel down one line which will save businesses time and money cutting communication costs and creating a one bill solution. It is going live this year starting in Cardiff and rolling out across the rest of the country thereafter so you will need to find out if your telephone system is internet protocol (IP) compatible. Please call us for further information.

FREE TRIAL Call Logging Software by



Call Logging can be hard to justify when you are not sure what benefits it will give. Whilst a demonstration can show you what it can do, there is no substitute for trying it for real. So Datasharp is offering you a 14 day FREE TRIAL of the actual software logging calls on your own telephone system.

- Monitor how efficient you are at answering calls.
- See whether individual staff are spending too much time on the phone or not enough.
- What are the busy times of the day?
- What are your top calls in terms of expense or duration?

To arrange a **FREE TRIAL** or to get more information please contact us.



NEW HiPath 540 Version 5

Siemens have just released another version of its popular HiPath 540 telephone system for smaller companies with two ISDN2 lines, 4 digital & 4 analogue extensions, cordless option and the new addition of entry level Voicemail. Whereas before you would need to apply an external answering service, this is now integral, bringing the system into similar ranking with the 3000 range.



This is a cost-effective communications product for smaller companies wanting quality solutions at very affordable prices. Siemens is arguably the world's leading business telephone system developer and manufacturer with an annual spend running into billions of dollars for the ongoing research and development of its high quality products. Datasharp is proud to have received the prestigious Siemens Customer Care Award for outstanding services of its products to our customers.

Computer Telephony Integration



In today's complex business climate, it's hard to manage customer relationships. The daily flood of e-mail, phone calls, documents and unexpected appointments keep your team from its real job (selling); your customer information is locked away on someone else's laptop; and there's never time to follow up on those hot new leads.

You need GOLDMINE Business Contact Manager, a practical solution that helps you and your team manage customer information and communicate more efficiently anywhere, anytime. GOLDMINE is the affordable, team-based customer management solution that will help you gain control of your customer relationships, and boost overall revenue by delivering a complete business solution with sales, marketing and client retention automation. And best of all, GOLDMINE is easy to install and easy to use, so it starts working for you right away. Please call us for further information.

Post-Christmas Customer Incentive

As a valued customer of ours we continue to seek ways of offering you rewards and incentives for your continued loyalty with us.

Judging by the testimonials and repeat business that we have received over the past 20 years, we pride ourselves in having achieved this objective.

So, as the Christmas madness is over and the January depression is creeping over us, we thought we would try and cheer you up by offering a FREE bottle of Champagne to enjoy of an evening (or any



other time of the day as you choose) for every customer of ours that successfully refers our services to any new customers.

Furthermore, we will also give the new customer a FREE bottle of Champagne so that he or she does not feel left out. You know what...I'm starting to feel left out here...we'll also award OURSELVES a few glasses as well!!

We wish you all a prosperous 2006 and don't forget to tell your referrals to mention your name when they make contact with us.

NEW CUSTOMERS

INTEGRATION UK LTD

Has installed the **Siemens HiPath 3550** system with integrated DECT cordless phones throughout at their UK headquarters in Surrey. One of the fastest-growing fabless semi conductor companies in Silicon Valley, Integration designs and delivers tested wafers and packaged ICs for RF, Infrared, Modem, and Power Management applications for systems from notebook computers to communications networks.

XCO2 LTD

Has installed the **Nortel BCM50** PABX system at their UK headquarters in London. XCO2 is an environmental engineering consultancy providing integrated energy design services, mechanical and electrical engineering and specialist modelling.

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