



Welcome to the Winter edition of Comms News. Established in 1980, Datasharp has grown into a national organisation supplying telecoms and network solutions to over 30,000 satisfied customers across the UK. We have a proven reputation throughout the communications industry for providing every customer with a specifically tailored solution designed to improve their business operation.

Effective communication is vital for any business to survive and at Datasharp we understand that each customer has individual requirements to achieve optimum efficiency.

May we wish you all a busy and productive 2008 and we look forward to our continued relationship with you as your preferred telecommunications provider.

Yours truly,

Mark Wilson
Managing Director

Marketing on Hold

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 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 one-time opportunity to inform, to impress... to sell?

How your business benefits

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

Hosted Services



Datasharp VoIP telephone services could substantially reduce the cost of the calls your business makes. We can do this by using a high quality internet connection in place of traditional phone lines.

We offer a choice of ready to go VoIP business solution using the world's fastest, most reliable IP backbone and Session Border Controllers to ensure security.

When you join you'll be able to take advantage of all our business VoIP features such as voicemail, unified messaging, advanced call routing features and a personal phone manager.

Our hosted VoIP solution will not only reduce the cost of calling anywhere in the world, it will change the way your business communicates forever.

Benefits include

- Free, unlimited 'on-net' calls to anyone in your business network, regardless of location.
- Substantial reductions on all other calls.
- Best-of-breed solution, the world's fastest most reliable IP backbone.
- Minimal investment with no ongoing maintenance costs.
- Soft and hard phone options.
- Enhanced connectivity for home users, sales teams and clients.
- Online phone management and system administration tools.
- Real-time scalability and flexibility, number porting available (on BT and other selected carriers).
- Disaster recovery is quick as no central equipment needs replacing.

Siemens HiPath OpenOffice

HiPath OpenOffice is a unified communications solution that incorporates the latest in internet voice technology. It's designed and priced specifically for small and medium enterprises and because it uses genuine open standards, it integrates seamlessly into your existing IT environment. There's no need to rip and replace; HiPath OpenOffice is easy to install, use, administer and maintain. What's more, it can be scaled smoothly from 20 up to 150 users. So at the same time as allowing you to punch above your weight, it can also accommodate any growth you see as a result of your increased productivity and profitability.



HiPath OpenOffice from Siemens puts an end to inefficient and inadequate communications. It enables you to achieve new levels of productivity by freeing up bottlenecks, reducing wasted time and speeding up decision making. So you can increase customer and employee satisfaction and improve revenue opportunities – all at a reduced operational cost.

Call us for a demo disc to see some of the benefits for you.

Find your space with Datasharp and the CS60 Wireless headset



We are offering a FREE trial of the CS60, the ultimate in wireless freedom for the office. The stylish CS60 wireless headset system gives excellent sound quality and hands free wireless freedom up to 30m from your desk. The light-weight and stylish

headset can be converted into 3 styles: over the ear, headband and our unique behind the neck design. CS60 has a talk time of up to 9 hours and you can even take calls when you are away from your desk using our optional handset lifter. No wonder that research by HB Maynard & Co showed that overall productivity could be increased by up to 43% simply by using a headset!

Get a FREE HL10 lifter!

Datasharp are offering a free HL10 lifter for every CS60 for a limited period only.

Datasharp Business Broadband

We seem to be getting more and more requests for business broadband packages so here's a technical breakdown of our main business broadband offers.

Speed	Contention	Price Per Month
1MB	(5:1)	£23.99
1MB	(2½:1)	£39.99
2MB	(5:1)	£28.99
2MB	(2½:1)	£49.99
ADSL MAX (upto 8MB)	(20:1)	£34.99
	(10:1)	£69.99

One off connection charge - £40

One off migration charge - £18

If migrating from another service provider then please supply the MAC number which your current provider should give to you.

Please contact us for information about further broadband offers.

Customer News

The **British Vehicle Rental and Leasing Association** in Amersham has replaced their old LG system with the latest Siemens HiPath 3550. www.bvrla.co.uk

Jetstream Logistics provide specialised air and ground transportation. We have installed a Siemens HiPath 3300 in their new Colnbrook premises with SmartPhone CTI software. www.jsluk.com

Gentlemen's Tonic in London provides a range of grooming products and services. They use a Siemens HiPath system with auto attendant in their new offices. www.gentlemenstonic.co.uk

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