

The semi-regular primer on connectivity and how your business will be so much better after learning what we can help you with



Letter from the Owner

Thank you to everyone who played a part in putting this newsletter together, and to our loyal customers who expressed their interest in receiving it each quarter. Hopefully this will be an informative tool that each of you can use to improve the way you and your business communicate. A lot is changing in our industry, and these changes have given us a renewed sense of empowerment that we can provide business communications solutions that will truly improve efficiencies and increase revenues.

Interwest has experienced strong growth over the past few years, and this growth has given us the ability to better serve our customers by employing a larger technical support staff and an expanded NEC sales territory that now covers all of Eastern Washington and Oregon.

These are trying times financially for many businesses throughout the country,

including several telecommunications manufacturers. We are fortunate that we chose to align ourselves with a trustworthy manufacturer who has such a strong global presence – NEC. I would like to extend a special thank you to Bill Day, our NEC account manager, who does his best to give us the competitive edge on pricing and has continually supported us in our quest to grow and succeed as a company.

I encourage each of you to give one of our account managers a call and help them understand how you would like to improve the way you communicate. I'm confident that Interwest will provide you with a superior product and superior service. Thank you very much for your continued business!

–Aren Magnussen

In this Issue



Communications Training..... 2

Employee Spotlight 2

NEC Product Showcase..... 3

Feedback..... 4



Interwest Specials 4

Communications Training

VoIP and what it means to you.

VoIP (voice over IP) is a common term used in communications today. Most of the customers that we consult with are familiar with the term, but understand it to mean the process of using your internet connection to provide a dial tone.

While the above is true, VoIP is also a technology used to link your NEC office telephones to the NEC telephone system. This approach to VoIP leverages your company's existing LAN (local area network) to provide high quality voice communications. The benefits of choosing VoIP are numerous and include the ability to take advantage of high productivity applications like unified messaging, mobility, and also make it easier to manage your office telephone system. If you shuffle employees around in your office, you no longer need to call us to move wires in your telephone room, just take the phone to the new office location and plug it in!

We have an awesome demo kit available to anyone who is interested in learning more about VoIP technology. Give us a call and we can schedule a demo either at your office or ours.

Employee Spotlight



Anthony Ruffins

Anthony joined the Interwest team just over a year ago, and has proven to be a great asset to our company. He has over 14 years of telecommunications industry experience. He is a BICSI registered communications distribution designer (RCDD – BICSI.org); a certification that is recognized industry wide to reflect expertise in the field of structured cabling design. He also received his NEC SV8100 Basic and Advanced certifications for NEC America in Dallas, TX.



NEC Product Showcase

New NEC Modular Phone Terminals –

Taking Business Communications to the Next Level

With the speed of business today, the importance of the desktop phone has never been greater. Today's employee requires an accessible communication tool at any location in order to be as efficient and productive as possible. But, many businesses and employees have not taken advantage of the enhanced capabilities offered by today's next-generation phones. NEC's UNIVERGE Desktop IP and Digital Terminals are the answer.

The NEC UNIVERGE family of IP and digital terminals moves the standard desktop phone to the next level through its large feature set and modular design, and are built to the highest environmental standards. By delivering a wide range of customizable features, this terminal can help meet the communications needs and "green" initiatives of any workplace. And thanks to its modular design, businesses have the option to quickly and easily customize the terminals to meet employees' specific communications needs. Because these terminals support a wide range of applications, the Desktop IP and Digital Terminals can also help improve overall employee efficiency and productivity.

Personalized Terminals to Meet Your Specific Needs:

NEC's innovative terminal design is intended to deliver maximum deployment flexibility. Modularity allows for multiple combinations to fit any business niche or personalization requirement. From the front desk, to the conference room, to knowledge workers who spend all day on the phone, to remote workers, to executives, NEC offers options for all your business needs.

These options include:

- Add-on line key modules
- Customizable faceplates or a choice of integrated LCDs
- A selection of keypads
- Wired or wireless handsets
- A Bluetooth® interface for peripheral equipment
- Custom color accent panels
- Custom function keys
- Options for the visually impaired such as audio key action feedback and large character display

NEC offers a wide range of modular, customizable terminals that can completely streamline your communications.



Feedback

I highly recommend Interwest Communications for your organization's telecommunication infrastructure and maintenance needs. We contracted Interwest to install a new NEC telephone system. I was very impressed with their willingness to listen to our needs and propose a system that exceeded our expectations.

The Interwest team went through an informative and professional on-site presentation of the phone system which included setting up a working system in our conference room. Not only was their quote very competitive, the NEC system addressed every requirement that we were searching for in a new system. The phone's intuitive LCD and keypad is well designed, and the system is simple to manage through the web interface - a huge leap forward in performance and functionality over our old system.

Interwest backs up their sale with excellent support. The few times we needed them to add equipment or make advanced configuration changes, they were very quick to respond and in my opinion their technicians are some of the best in the industry.

You will be making a wise investment for your organization by purchasing a telephone system from Interwest Communications.

Sincerely,

Douglas Cramer

IT Coordinator, Quincy Columbia Basin Irrigation District

Interwest Specials



Want to win an iPod Touch?

Go to our website at: www.interwestcorp.net/survey and answer these questions to be entered into our drawing:

1. In your opinion, is your business telephone system outdated and in need of an upgrade?
2. Would you be interested in a free consultation on how we can improve your business communications?
3. Would you be interested in a free phone bill audit to determine if we can help you save money each month on your phone bill?

Fast Track:

For a limited time, the Fast Track promotion enables you to trade in your existing NEAX 2000 system and redeem a cash incentive for use toward the purchase of UNIVERGE UC3 package or the UNIVERGE SV8300 communications server.

SMB Trade-Up:

To encourage small business owners to make the leap to IP, we are offering great incentives on NEC's latest IP communications solutions to our most loyal customers. Customers with select NEC systems for small businesses can qualify for special pricing on the new UNIVERGE SV8100 communications servers.

Government, Municipality, and Not-For-Profit:

In the spirit of helping government and not-for-profit / exempt organizations achieve their public service goals, authorized NEC Associates and Resellers are offering special pricing for a limited time on the UNIVERGE SV8100 and SV8300 communications servers.

