

### **Business Spotlight: Global Communication Systems, Inc.**

Voice over Internet Protocol (VoIP) is on the verge of having a enormous impact in the business world. VoIP is sweeping through the telecommunications industry at an astonishing rate and in order for companies to prepare for the future it's critical for them to take a hard look at this technology today.

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.

In addition to substantial cost savings, VoIP networks provide companies with extensive flexibility. Unlike early versions of the technology, today's VoIP service offers much greater voice clarity and advanced features such as conferencing, dialing the phone from a PC, and video chat. Furthermore, employees who use VoIP are more productive regardless if they're at home or on the road. They can place and answer calls from any location using a VoIP handset. Features such as follow-me messaging enable employees to forward messages to several numbers, and it's easy to access e-mail and voicemail from their PCs.

The crucial decision in making the move to VoIP is selecting the right network. It's an extremely difficult task for IT departments to purchase equipment and simply plug into the Internet. Just because one can turn voice into data and connect to the Internet does not mean the call will be a success. In order to communicate using VoIP from any location whether in the US or overseas, companies have to use a private network to ensure proper connection. A provider's coverage is of particular importance. For example, if coverage is not available in specific areas employees may not be able to make calls to customers and vice versa.

Jeff M. Zakrzewski, president of Global Communication Systems, states that VoIP is here and companies are tackling this important decision today to ensure their communications tomorrow. This new technology has the awesome capability of increasing profitability and giving companies a competitive advantage in their marketplace. Soon, operating a business without VoIP will be like trying to market without a web site. The time is now and the future is VoIP.

**Global Communication Systems, Inc.** was founded on the philosophy of maintaining a profitable business by providing the best in telecommunication systems and services to our customers. We strive to provide quality materials, trouble-free installations and total communication services at a fair and competitive price that will allow us to maintain our business with quality employees. This policy insures the on-going system service and support that you deserve and expect. Global Communication Systems, Inc. is located in Clifton Park, NY and services businesses through out New York, Vermont, and Connecticut. For more information on our products and services please call (518) 383-4200 or visit us at [www.globalcommsystems.com](http://www.globalcommsystems.com).