

e-clips

TECHNOLOGY NEWS THAT MATTERS

Brought to you by Eclipse Technology Solutions | Winter 2010

Welcome to **e-clips** – a review of news and developments in the business communications realm that we think you'll want to know about.



We're excited to be launching our very first issue. Thanks for taking a look. And because we want to make the most of your time, we're keen to hear what you think. If there's anything you'd like to see in future editions, drop us a line and let us know: info@eclipsetechnology.ca.

If you're new to Eclipse Technology Solutions, allow us to introduce ourselves.

We specialize in designing, implementing and servicing communications technology and business productivity solutions for organizations of all sizes across Canada, and for Canadian-based companies with operations in the US.

Our focus is on service. That's why many of our customers choose us initially, and why they stick with us too.

Part of that service is keeping our customers up to speed on developments in technology that can help them boost revenue and cut costs. Which is why we've launched **e-clips**.

Here's what's in this issue. The titles are clickable so you can jump to whatever grabs your attention.

Nortel and Avaya >> What does the acquisition mean for you?

The roundup >> A review of some of the key communications stories we're tracking.

Top trends for 2010 >> Avaya names the major communications drivers for the months ahead.

The easy answer >> How we're working with **easyhome**.

New at Eclipse >> A new website, a new location and more!



NORTEL and AVAYA

What does the acquisition mean for you?

With Avaya's acquisition of Nortel's Enterprise Solutions division officially completed on the 18th of December 2009, the new company got off to a solid start the very next day. We've been in close contact with both Avaya and Nortel throughout the process, and we're excited about the way things are shaping up.

In January, Avaya announced the new combined product roadmap. If you missed it, head to the [Avaya Nortel Information Center](#), a dedicated site where you'll also find links to press releases, FAQs and more.

The key points so far:

- **Investments in Nortel equipment will be protected and supported:** The new Avaya will ensure that existing Nortel Enterprise products are sold and supported for years to come, and will honour all existing support agreements. In the long-term, Avaya will mark out a clear, natural product migration path, again ensuring that Nortel customers are able to fully leverage their investments.
- Nortel brings many existing carrier relationships to the table. Avaya would like to leverage and expand on these as it moves from pure VoIP and a PBX focus to full, **SIP-enabled unified communications and voice-enabled business processes.**
- Avaya now supports a combined customer base of over 100 million voice lines and 33% IP telephony market share. As well, **the broader portfolio and 5,200 patents or patents pending will enhance R&D funding**, which translates directly into creative solutions for customer needs.
- **Over 6,000 former Nortel employees have now transitioned to the Avaya team.** We're delighted that many of our Nortel friends who've supported both you and Eclipse are now moving forward with the new Avaya.
- **The Nortel portfolio of data products will continue on under the Avaya name**, with a continued robust development pathway.

We understand where you're coming from and can keep you prepared for what's ahead.

As an authorized partner for Avaya with a rich history as a Nortel partner, Eclipse is in a unique position to understand where you're coming from and keep you prepared for what's ahead.

For the latest information, check the [News](#) section on our website. Or get in touch: info@eclipsetechnology.ca or 1 866 500 5362.



Avaya's top trends for 2010



Avaya Canada recently released its "top business communications trends for the year." Here's a snapshot. You can also [read the entire piece online](#).

1. Contact centres adopt social media

- Customers will initiate more company interactions over social media tools like Facebook and Twitter.
- Businesses will begin to actively mine the social network, capturing new opportunities to provide service, address issues and promote sales.

2. Unified Communications and the user experience

- With SIP and session management, companies will build, deploy and support applications much more easily.
- In three seconds or less and three clicks, workers will have access to many more resources and applications, using any device.

3. Making every on-hold second count

- Businesses will aggressively find ways to make every aspect of their clients' interaction more productive in the call centre environment.

- Richer on-hold experiences will become the norm. The result: greater call center productivity and improved customer satisfaction.

4. True multi-vendor networks

- With increased consolidation of key industries, businesses will have increasingly complex communications systems from a variety of vendors.
- SIP-enabled environments will help companies blend these disparate products so they work together and truly become brand-agnostic.

5. Overcoming communication overload

- At a time when businesses are struggling with the volume of communications systems they're managing, new technologies will help rein in the complexity, for tighter operational and cost control.

the roundup

A review of some of the news stories and analysis we've been tracking. To read the full article online, simply click the title.

SIP boosts market shift to Unified Communications

"Two trends are poised to enhance the richness of unified communications. SIP trunking is one – and higher wireless data rates is the other..."

Is proving short-term unified communications ROI really necessary?

"I'm finding that enterprises recognize the inherent value of UC in terms of its impact on worker productivity and the organization's bottom line..."

Verizon-Skype deal underscores wireless evolution

"The deal struck between Verizon Wireless and Skype reflects an evolution in the mobile-phone business..."

Communications technology: key to surviving recession abroad

"Seventy percent of all companies which have been impacted by the downturn confirmed that at least some aspect of communications had been negatively affected..."

Mitel takes home top honors

"Virtual MCD allows customers to consolidate Mitel's leading voice apps alongside business apps in the datacenter..."



The easy answer

How we're working with

easyhome is Canada's largest and best-known rent to own company, with nearly 300 stores coast to coast.

- Building on its success at home, the company began to expand into the US, acquiring competitors and opening new franchises across the country. Business was booming, but this growth was introducing complications on the IT side.
- After a recommendation by one of their suppliers, they looked to Eclipse for help. "Eclipse was described to us as a professional, stable company that's very competitive on pricing and unrivalled in service. And that's been our experience from day one," says Kathleen Carolasan, **easyhome's** Senior Manager, IT.
- Account Manager Jamie McKeracher started by getting up to speed on the specific challenges facing **easyhome** – their business, store operations and equipment. Taking it all into account, one of the first moves he recommended was a transition from Norstar to BCM. "Eclipse made the migration painless, and the benefits have been huge," says Kathleen.
- The support they get from Eclipse means they can focus on what they do best. "Now, Eclipse can get alarms, monitor status, and fix most issues remotely – so we get seamless service across North America. It's a perfect scenario for us."
- The Eclipse team is handling 5-6 remote service calls a day for **easyhome** locations across the continent. "They respond 24/7, whether it's after hours or during someone's vacation time," says Kathleen. "They're simply that committed to supporting our business."



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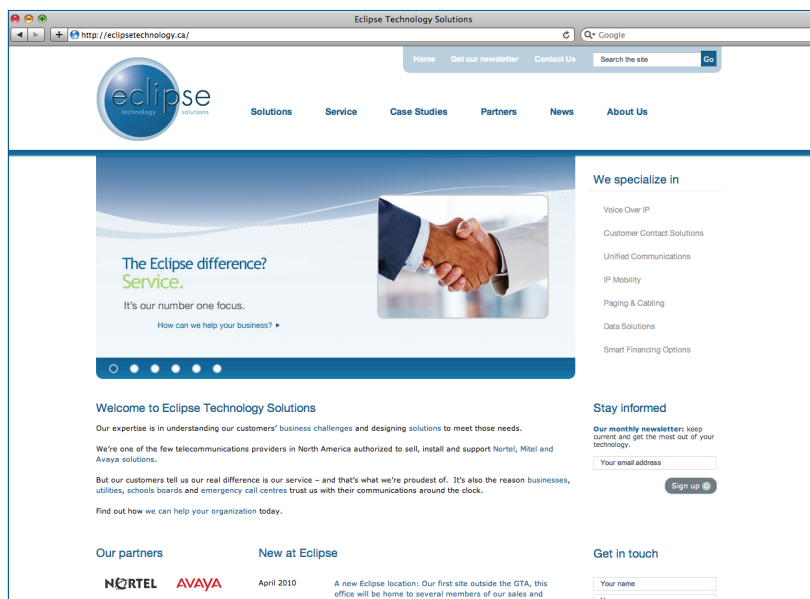
New at eclipse

Our new website

We've just re-launched our website, with a new design and a lot more content. Hopefully you've had a chance to take a look. If so, you'll have seen our:

- New case studies (more to follow soon)
- Detailed News section (another way we keep you up to speed on the technology developments that impact your business)
- And our Solutions section, which sheds light on what we do for customers across North America

We'll be adding more in the weeks ahead. Tell us what you think. If you're an Eclipse customer and you'd like to talk about participating in a case study, just give your Account Manager a call.



CAASCO's first annual charity golf tournament

We were really pleased to support the Sick Kids Foundation, acting as the Platinum Sponsor of the CAA South Central Ontario Charity Golf Tournament, held September 22, 2009 in Markham, Ontario.

Together, we raised \$62,000 for the Sick Kids® Centre for Brain & Behaviour, which is dedicated to improving the quality of life of children with neurological, neurosurgical and/or psychiatric disorders.

We support several other worthy causes around Southern Ontario as well. Should yours be one of them? Let us know about it!

Our new location

One of the things we're most excited about: our new office in London. It's a great, central location – we're on the 14th floor overlooking the city. This office will be home to several members of our sales and marketing team. As it evolves, we expect it to become a full service branch office.

That's welcome news to our many customers with locations in Southwestern Ontario, including Lerner's, The Western Fair, Cara (Kelsey's, Swiss Chalet, Harvey's) and Rexall, to name just a few.

If you're based in the area and would like to drop in for a chat, or have us come to you, just get in touch.

