

It's like having your very own telecommunications consultant on call, without having him on the payroll.



We sat down with Comtel Information Services Telecommunications Specialist **Bill Dubovsky in New York, to discuss a new twist on how to determine telecommunication strategies. Bill shines some light on today's telecom scene and what managers need to know to be successful.**

► **Can you give us a 30,000 foot snapshot of the telecommunications industry today?**

Sure. It's becoming increasingly complicated with competing technologies and lower pricing driving the industry. Finding the right mix of reliable telecommunication and Internet service providers to give your organization a competitive edge while reducing overall costs is a challenge to navigate. Each carrier wants to sell you what's on his truck, potentially depriving you of better and perhaps less expensive solutions provided by others.

► **So what are savvy professionals doing about it, and why should they come to you?**

Our clients understand that it makes sense to consult an expert to best optimize their decision-making. Few organizations today can afford to pay staff to just focus on new technologies and pricing, so smart managers come to us for our network of telecom specialists. We can mix and match programs and services from multiple carriers for the benefit of network backup and economies of scale so there is no need to sacrifice quality for price.

► **What are organizations looking for in their telecommunication and Internet services these days?**

Besides saving money, organizations want reliable and flexible service and stable carriers. They realize that just one missed call can send a potential customer to competition forever. By managing telecom costs, they can realize higher margins or reduce pricing to gain market share. Any economies gained during tough economic times like these will help organizations survive the short-term, and when the economy turns around, our clients will well-positioned to rapidly pull ahead of any remaining competitors.

► **What do you tell your clients before they make a purchase decision?**

We assist our clients to identify which factors are most important for their success and position products and services, from many carriers and resellers, which can best meet their goals. As a specialist, I want my clients to be excited about the savings, service, and hassle-free process to improve their business. If there is ever a service issue, we will be there for them with dual-level personalized service, 24/7, to make things right.

► **Who are your clients and how have they done?**

Since 1994, we have saved our clients in healthcare, financial/professional services, education, non-profits and others between 10% to 60% off their telecommunications expense line by eliminating waste and fraud, assisting them in choosing the best technology for their needs, and identifying the right mix of services and service providers. In a dynamically changing field of players, most clients appreciate their long-term consultative relationship with us and we maintain a Better Business Bureau rating of A+ that is rare in the telecommunications industry.



Call us and discover how we can help you create and manage a more competitive telecommunications and Internet environment today. Call or email bill@comtelinfo.com for our latest executive summary on telecommunication trends or for a complimentary consultation.

"Saving organizations money they didn't even know they were losing since 1994." Visit Comtelinfo.com or call 1.800.213.4884.