

# LOW-COST HIGH-TECH

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**COMMWORLD**, a telecommunications company, is providing small- to mid-sized companies with the latest technology without the worry of it ever becoming obsolete.

The phrase "here today, gone tomorrow" holds true in many situations, and the world of technology is no exception. For as soon as one cell phone or voice data system hits the market, another more improved version emerges. Never mind the increased price with each new product.



Having the latest telecommunication technology is essential to an organization's efficiency, profitability and competitiveness.

"The main thing we wanted to do was to find a way that business clients could acquire technology without the fear that within six months it would be obsolete," says Bob Bennett, president of **COMMWORLD**.

**COMMWORLD** has been assisting local businesses with telephone system products and services for 26 years and specializes in products from **Toshiba**, **ESI**, **Samsung** and **Comdial**. Eighteen months ago, in an attempt to better serve its clients, **COMMWORLD** began offering a program called C-TAP (Current Technology Assurance Plan). C-TAP is a product that eliminates technology's two greatest snags: obsolescence and price. By taking these stumbling blocks out of the picture, companies will be adding to their bottom line profits while they move up in a competitive market. C-TAP was a two-year development by the **Technology Assurance Group** (TAG), a national organization, and **Great American Leasing**, a private lease-financing firm.

**COMMWORD** is a premiere member of TAG and the only distributor of C-TAP in the Kansas City-metropolitan region. C-TAP operates on a minimum of a 60-month lease agreement that is an all-inclusive service that provides updates and unlimited training. Bennett says with so many innovations in the marketplace, it does not pay to buy telephone equipment. With C-TAP there is a guaranteed fixed price that can be budgeted into a company's operating

lease, eliminating the headache of having an extra capital expense and paying cash for a depreciated asset.

Updates to the voice and data system can occur anytime after 24 months with no additional charges to the monthly bill. According to Bennett, this is a great way to acquire a phone system that won't depreciate or become obsolete in a matter of months. C-TAP is offered to all **COMMWORLD** clients and to non-clients with 10 to 600 phones within their respective companies. Each customer will benefit from the call accounting analysis, storage system and backup, remote database backup, records and training updates, and an annual audit of connectivity charges.

Brian Suerth, director of marketing and public relations at TAG, says research has shown that we will see more changes in the next five years with managed information systems. In 2012, Suerth says, employees will most likely have a cell phone that plugs into a dock in the office so as to take on the role of a landline phone. It may also be used for picking up radio frequencies, voice recognition and person-to-person video. "C-TAP is a win-win situation," says Suerth.

About 50-60 percent of **COMMWORLD**'s clients (95 percent of those in the Kansas City area) currently use C-TAP. "C-TAP gives companies peace of mind because everything is taken care of, and there [are] no surprises," says Bennett.

C-TAP is the most cost-effective way to maintain technology, he adds. "C-TAP helps us to allow the customers to make obsolescence obsolete." □