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# THE GENERAL'S LINE

WINTER 2006

The newsletter from General Communications Corporation

## A MESSAGE FROM THE PRESIDENT

### GCC Appointed to Tadiran America's Business Partner Council



I am proud to announce that Tadiran America has appointed GCC to its elite Business Partner Council. Tadiran is the manufacturer of the world-class Coral PBX.

This prestigious Council is comprised of the leading Tadiran dealer/distributors throughout the country. In

2005, GCC earned the rank of 18 out of 250 Tadiran dealers.

We owe our progress to our employees and customers who helped grow our business, and we enjoy the partnership we have with Tadiran America. Our role in the council will be to give direct input into advancing the quality, support, and innovations of their terrific products.

Ron Bregman, President and CEO of Tadiran Telecom Inc. said, "We are very pleased to have GCC on our Business Partner Council. They have considerable expertise in the telecommunications field."

If you have ideas or suggestions for features that you would like to see in the Tadiran line, please email me at [pdenaro@generalcom.com](mailto:pdenaro@generalcom.com).

We recently opened an office in Weymouth to better service our customers on the south shore. Our new office has a demo area where clients can "test drive" new products. If you would like a no-obligation demo to learn about the systems that can help your business grow and run more efficiently, please give us a call.

**Happy New Year!**

**Paul F. Denaro**, President  
800-443-6372

## Customer Profile: Salem Plumbing Supply

"General Communications evaluated our existing telephone equipment, discussed our needs, and then custom-designed a system that saves us time and money, and enables us to serve our customers more efficiently," said Jason Sevinor, Vice President of Salem Plumbing Supply.

Celebrating its 60<sup>th</sup> anniversary, Salem Plumbing Supply, located in Beverly, MA, is a wholesaler and retailer of kitchen and bathroom products — working with plumbers, contractors, architects, and the general public.

Before contacting GCC, they had one main number coming into the switchboard with the operator routing all calls. With the new system, there are individual numbers for the trade division, showroom, and warehouse, as well as direct dial numbers, making it much quicker and easier for customers to reach the department or person they are looking for. In addition, a number of the executives, managers, sales, and warehouse personnel have cordless phones or cell phones. The FlexiCall feature allows calls to simultaneously ring their cell phone and their desk phone, so they can answer and transfer

**"We are very pleased with GCC's products and services. Would we recommend General Communications? Absolutely!"** Jason Sevinor



their calls no matter where they are.

They also have specially assigned numbers that they are using in their advertising so they can track calls from different publications. Using this information, they get maximum benefit from their advertising expenditures.

GCC has also converted the number caller ID system to a by-name ID system, so they will be able to recognize who is calling.

"We are very pleased with GCC's products and services," Jason continued. "They made the conversion process easy, they got us where we needed to be, and they trained us on the new system. Would we recommend General Communications? Absolutely!"

# Specials

## Money Saving Offers

Save \$25 on your next service call.

Save \$50 on your next cable installation, equipment purchase, or relocation costing \$300 or more.

Please cut out the coupon and send it with your invoice and payment. One coupon per customer. Valid for service request orders received on or before February 28, 2006.

## Clients Test Drive New Tadiran Products

GCC clients were able to "test drive" Tadiran products in the comfort of the luxurious Tadiran demo bus during our cookout and product demonstration. Tadiran reps and GCC sales specialists discussed how products such as telephony over IP, Coral IPx™, and Coral® FlexiCall can make businesses run more efficiently and profitably.



Steve Redgewell (l), support manager, Prizm USA, and Bob Funk, sales engineer, Tadiran Telecom, Inc., discuss the new Tadiran system that GCC installed at Prizm USA.

### GCC's Products and Services

Digital Systems	Voice and Data Cabling	24/7 Emergency Service
VoIP Systems	Call Center Solutions	Remote Service
Auto Attendant/ Voicemail	Call Logging/Reporting	Demo Center
Unified Messaging	Call Accounting	Service Plans
Wireless Office Systems	IVR/CTI	User Training
	Paging Systems	<b>800-443-6372</b>

## Toshiba Announces VoIP Softphone

Toshiba's VoIP Softphone is a full-featured IP phone set that loads and launches as a Windows application on almost any laptop or desktop PC. It connects to the host system's VoIP card via any broadband connection, and enables the user to have a full-function extension of the office phone system anywhere the Internet is available.

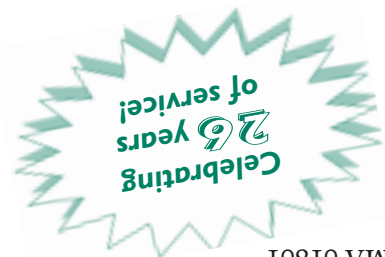


### "How Much Money Is My Telephone System Making Me?"

That's not a question most business owners ask. Usually it is just the opposite. The cost of new technology is often all that is considered when looking at upgrades to your existing telephone system. At General Communications, we view your telephones as an important business tool that should be generating revenue or saving on operating costs, not just a liability.

Advances in technology have made applications that were once the domain of only the largest companies affordable to even the smallest start-ups.

Applications like automatic call recording are now being implemented in small organizations to minimize costly errors in orders and delivery. Imagine not having to assume the expense of excess quantities of stock when a customer orders 1000 widgets, but claims to only have ordered 100 at delivery. Having that one order recorded as it was placed just saved you potentially thousands of dollars. Never again do you have to discount a sale because the client claims you delivered on the wrong date. Your staff can verify they have the right date BEFORE the error happens by listening again to the order. The ability to merge your telephone system with your data network has never been easier. Let GCC help you find the answer — call **1-800-443-6372**.



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