

451 Valleybrook Road Suite 200 McMurray, PA 15317 724-942-1337

PITTSBURGH

# PCS TECH NEWS

1st Quarter Newsletter 2020



# Pittsburgh Computer Solutions

## Features Overview

### Interested in revitalizing your business communications?

With our platform, you get the tools and features you need to enhance your business for improved growth and success. Utilize countless options to take your business to the next level with a wide variety of services from Hosted PBX and VoIP to Enhanced SIP Trunking.

## Introducing a New Service Offering Pittsburgh Computer Solutions Unified Communications

Many of our clients continually ask us if we handle phone systems. Up until now we've always had to rely on existing partners for this service. We've decided that this is the year we would get into phone system sales! If you don't know this about us already, there is nothing that we sell to our clients that we don't use ourselves.

Today's business phone systems offer much more than just a way to make and receive calls. We wanted a phone system that could allow us to conduct business in or out of the office for mobility, and not break the bank at the same time. Our company has been testing the waters on phone systems and we've decided on one that we feel has everything we were looking for, and know our clients will like it too!

The phone system we now offer is cloud based, so there is no hardware to install except for telephones. If your internet connection is down, you can still route calls to another line like a cell phone, and the costs are much less than a traditional phone system with lines provided by Comcast or Verizon.

## Here are some features that you get at no additional cost:

- Voicemail to Email
- Auto Attendant
- Communication chat like Microsoft Teams
- Conference calls—Bridging or 3-way calls
- Music on Hold
- Mobile App to use as your desk phone and take calls
- Log into your phone from a Google Chrome browser and take calls
- Any many more!

Having all of these tools on one platform can make communication much easier for employees, making them more productive in turn.

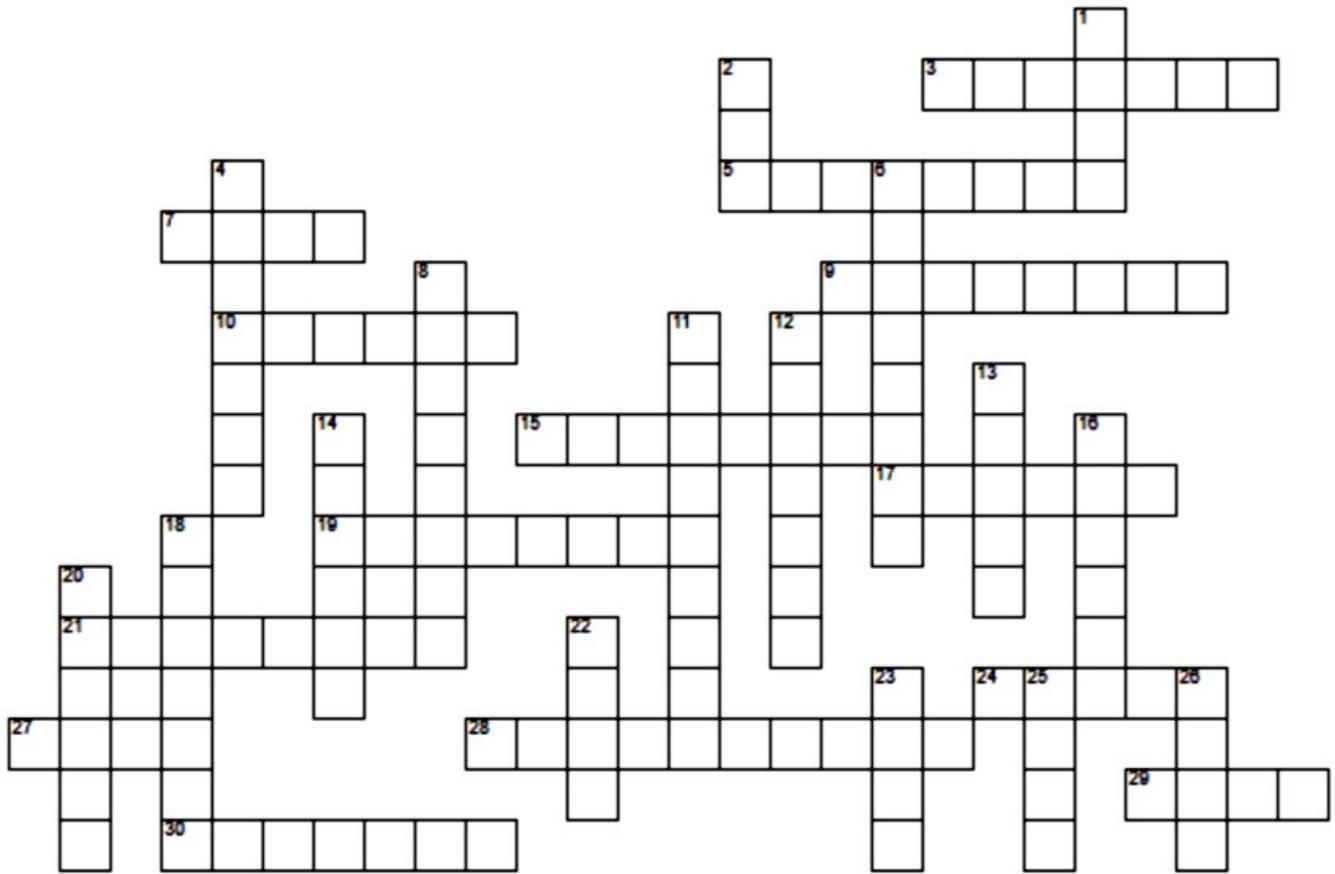


Now more than ever, businesses need to become more versatile on how they communicate with their clients. Having a robust system in place will allow you to always stay in touch with your clients no matter where you or your employees may be. And with PCS maintaining your IT services, we can provide service for everything with our first class support!

**Call us today to schedule an appointment to discuss how our phone system could benefit your business. 724-942-1337**

PUT ON  
YOUR  
THINKING  
CAP

## Tech Terms



CROSSWORD

FUN

## ACROSS

- 3 The opposite of online.
- 5 Fraudulent attempt to obtain sensitive information
- 7 When you want to move something from one part of the screen to another, you need to do this.
- 9 The defense of computers or networks against intrusion and unauthorized use of resources. (Hint...Cyber-)
- 10 When you open an application, information appears in this.
- 15 A name used in conjunction with a password to gain access to a computer system or a network service.
- 17 Box that lets your computer connect to the Internet
- 19 Company that provides customers with Internet service.
- 21 A memorized secret, typically a string of characters, used to confirm the identity of a user.
- 24 Malicious software program loaded onto a user's computer without the user's knowledge and performs malicious actions.
- 27 To put a picture or comment somewhere on the Internet.
- 28 A photo of your screen.
- 29 To get into someone else's computer system without permission in order to find out information or do something illegal.
- 30 A machine that is connected to a computer and prints onto paper using ink.

## DOWN

- 1 A website where you write about a specific topic. Can be in diary form.
- 2 Managed Services Provider (Abbr.)
- 4 An application program that provides a way to view and interact with information on the World Wide Web.
- 6 The part of the computer that controls the volume.
- 8 To copy information from the Internet to your computer.
- 11 A component of a printer.
- 12 You use this when your computer runs out of battery.
- 13 The part of the computer that you move or touch to locate information on the screen.
- 14 A small computer that you can take with you.
- 16 A central computer from which other computers get information
- 18 A large computer that sits on your desk.
- 20 To copy a document from your computer to the Internet, such as when you put pictures on Facebook.
- 22 Long thin pieces of metal that connect different parts of the computer.
- 23 The verb to say turn on or start up.
- 25 A small picture or symbol on a computer screen that is used to represent a command
- 26 Known as junk email or unsolicited bulk email.



## TOP FOUR REASONS

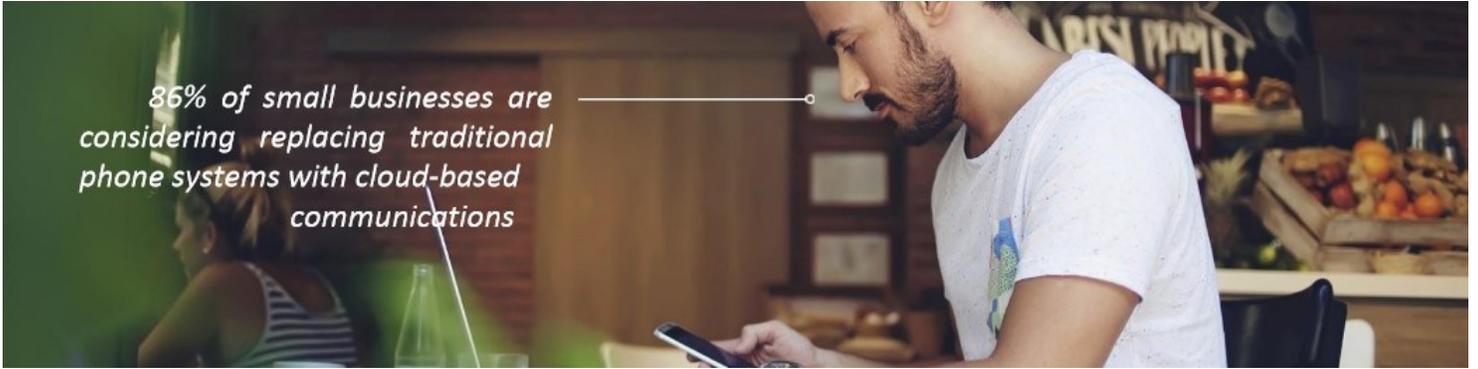
# Why Businesses Should Consider Cloud Communications

Do you take business calls on your cell phone? Of course you do! Do your employees or sales force work remotely, from home or the road at least some of the time? Most likely. A recent study by web conferencing software company, PGI, indicates that globally, [79% of office employees work remotely at least one day each week](#).

Are your employees asking to bring their own devices to work? It's a growing trend and one that can drastically reduce your initial expenditure in device acquisition. Gartner research concluded that in 2018, twice as many employees use their own device versus company-owned technology.

As business communications become more diverse and sophisticated, advanced technology is necessary to keep pace with new trends and market demands. Unfortunately, most legacy phone systems cannot support the future of business communications needs, but fortunately, small and medium-sized businesses (SMBs) have options to overcome this challenge.

Modern communication applications once reserved for big businesses are now affordable to businesses of all sizes. Through hosted phone services (aka VoIP—Voice over Internet Protocol), SMBs gain the capabilities needed to support diverse devices, connect remote workers to the office and streamline communications between employees and customers. These tremendous benefits are likely why [86% of small businesses are considering replacing traditional phone systems with cloud-based communications](#), according to a recent Cisco survey.



In this highly connected world where customers increasingly expect you to answer their call from virtually anywhere, at any time, the power of VoIP offers next-generation business communication tools to support all your emerging needs. Here are four reasons why you should consider replacing your antiquated phone system with a future-proofed cloud communications solution.

## 1. IMPROVED COMMUNICATIONS TO BUILD YOUR BUSINESS

Cloud communication services enable the same sophisticated audio and video capabilities as even the largest players in your industry. A hosted solution allows access to modern applications like virtual audio attendant and Unified Communications, or products like voice, chat, data, technologies, and more that integrate with your phone. Companies with cloud communications improve customer service, employee productivity, and customer connections.

Unified Communications decreases the complexity of integrating and coordinating a wide range of communications channels, networks, systems, and applications by uniting them under a single interface so employees can better collaborate to work more productively. What's more, with Unified Communications, businesses can now contract all their communications needs from a single provider with one invoice as opposed to sourcing multiple vendors.

According to an Inc. Magazine research study on the benefits of Unified Communications, 67% of user organizations reported increased mobile worker productivity and faster problem resolution. Adopting the latest business communication applications transforms the way you do business and keeps your company on the cutting edge for a better, more collaborative experience with customers and employees.

Example: a virtual auto attendant supports remote or long distance workers by ensuring employees never miss an important business call even when working away from their office. Serving the role of a front desk receptionist, the virtual auto attendant greets each caller then automatically routes them to the appropriate employee. Calls can be forwarded to any device, with messages accessible from any cell phone or home phone as well. With this functionality, employees can work remotely or travel while maintaining excellent communication with coworkers and customers.

## 2. SCALABLE SERVICES THAT GROW WITH YOU

VoIP is highly scalable and saves you money by:

- Eliminating the need to predict the future and pay for services not currently required by your business. Instead, you can choose only the hosted services and features you want right now.
- Providing added cost-efficiency with the ability to immediately scale up or down at the drop of a dime, depending on your specific requirements.
- Automate the upgrade process with contracted services, so your business benefits from using the latest cutting edge technology at all times.

SMBs often over invest in traditional phone systems to “prepare” for long-term needs or “save” on impending increased costs. Sometimes, these investments don’t pan out and turn into regrettable losses, and other times you simply don’t use the contracted services. Dropping them can require a costly visit from maintenance to remove hardware or paying through the next billing cycle. With a business class hosted solution, you’re empowered to scale capabilities appropriately and at your pace.

## 3. LOWER COSTS

Ever hear of the idiom of throwing good money after bad? That’s what you are doing when trying to maintain an outdated phone system. Often, the investment in upgrades and service does not generate an appropriate return on investment. For many small businesses and especially startups, a premise—based phone system with its hardware upgrades and maintenance fees simply isn’t practical.

*Business class phone services can drastically reduce costs—by up to 40% over traditional phone services.*



Eliminating the need for onsite technicians, phone lines, maintenance fees and surcharges for advanced capabilities, business class phone services can drastically reduce costs—by up to 40% over traditional phone services. Owned and operated by the provider, transitioning to a hosted phone solution involves minimal capital investment. And as calls run through the Internet, you don't pay for additional equipment to connect workers at home and different locations.

*You get just one phone bill from a single cloud service provider each month.*

As an added benefit, you get just one phone bill from a single cloud service provider each month as usage plans are shared across the corporation. No longer must you predict future business needs nor deal with the complexity of working with multiple vendors. Cloud communications provides your business with a streamlined and lower-cost enterprise-wide solution, allowing you to allocate those resources to other critical business areas.

#### **4. UNPARALLELED BUSINESS CONTINUITY**

Smooth communications are the lifeline of any organization. Without them, you interrupt business continuity. So, what happens in the event of a power outage or emergency? Unlike traditional phone systems that rely on power for connectivity, business class cloud communications and hosted voice services continue to operate even when other services are down.

*If weather makes traveling to the office dangerous or difficult, employees can leverage VoIP capabilities at home to reroute calls and manage phone traffic.*

Traditional telephone systems fail to simulate office communications at home. In a worst-case scenario of a fire or other disaster at an office location, on-premise systems could be permanently damaged while a cloud communications solution continues to support you during the event and through your recovery.

When planning a business continuity strategy, companies should consider business class cloud communications as a critical component. While most businesses don't know costs related to defective phone services, the reality is that any unanswered call is potentially lost business that might never be recovered.

---

#### **SO, WHERE DO YOU GO FROM HERE?**

To maximize the benefits of this transition, partner with a company that offers high-quality cloud communication solutions to help you enhance agility, increase employee productivity, reduce operating expenses and gain a competitive advantage. Call PCS today at 724-942-1337.

---

---