

The Sencomm Sound

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Sencommunications is an established woman-owned business with 19 years experience in the telecommunications industry. The Sencomm family is committed to the highest standards of business ethics and makes customer service its number one priority. Sencomm is a one stop shop for all your telecommunications needs and is constantly searching for new and exciting products to offer.

Ways to Roll with, Not Resist, Economic Changes

It's a question likely weighing on your mind: in uncertain economic times, how do you make sound decisions regarding purchasing and your budget?

To better understand your options, look over these tips and asses what can apply to your organization. It could mean the difference between getting what you need and going without.

1. MAKE THE MOST OF YOUR INITIAL INVESTMENTS.

Avoid buying new equipment when old equipment breaks. Instead, be aware of the warranty and repair policies available for the equipment that keeps your business connected. Often, repairing equipment costs less than buying new because the parts that break can be replaced easily. Additionally, some technology distributors offer out-of-warranty repair services on-site that will save you money. Quality repairs will eliminate the need and high cost of buy-



ing new. Think of it this way: do you buy a new car every time you need to change the oil?

2. MAKE THE MOST OF LAST YEAR'S BUDGET.

Sell back your old stuff. Used and useless telecom and tech equipment often sit collecting dust in an office closet. There are lots of companies out there that still use the equipment you consider old and obsolete and are looking to buy it at a discount. So there's a huge market out there that wants what you no longer do.

However, when selling your equipment, use a distributor that offers a specified buy back or rebate program. Avoid doing it yourself through auction sites because usually the responsibility falls back on your shoulders, whereas with a distributor, there are people that have connections and can get you the most money for your equipment. In addition

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Sencommunications^{INC.}
hear it with us.



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to having the expertise and market connections to buy your equipment quickly, distributors will give you a bulk price for all of the products, eliminating the need for you to painstakingly determine what works and what doesn't. This is because, although the distributor hopes the unit will work as a whole, even a broken piece of equipment can provide parts (and components within those parts) that can still be valuable for repair and other services the distributor may provide. And of course, the best part of selling back your old things is that you can use the money as credit toward the purchase of the same or similar products, or get cash to supplement this or next year's budget.

3. TRY LIKE-NEW. When buying new equipment is just too expensive, investigate to see if your distributor carries discounted used products. But don't stop there—open-box products should be restored properly, to like-new condition under stringent quality control processes.

Sencommunications Certified by WBENC for 7th Consecutive Year!

Sencommunications renewed its national certification as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC). The recertification marks Sencomm's seventh year as a certified Women's Business Enterprise. This coincides with the company's 20th anniversary, which will be celebrated in February of 2009.

Founded by President Frances Senory in 1989, Sencomm is recognized for passing a rigorous certification process, the WBENC confirming that Sencomm is woman-owned, managed and operated. Since its inception, Sencomm has grown to be a respected Women's Business Enterprise in the telecom. The company sought official certification from the WBENC in 2002, the year the organization partnered with Florida's Women's Business Development Center. Recognizing Sencomm's success and Senory's continued involvement in the company, Diversitybusiness.com ranked Sencomm a top diversity owned business in the United States in 2005 and in 2006, The Tampa Bay Business Journal ranked Sencomm as one of the top successful women-owned businesses in the Tampa Bay area.

By including women-owned businesses among their vendors, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.



When products undergo a quality controlled repair process there's no reason to pay the full price of new equipment because you're guaranteed that the equipment will function properly.

4. UNDERSTAND YOUR NEEDS. What equipment do you really need? Can some parts of your business get by using more simple technology? Consider mixing technologies to maximize your budget. Also, buy from a company that offers multiple product lines from multiple manufacturers and will have the expertise to know when mixing technologies will work to your advantage. By tailoring your product purchase to its exact function, you'll get the most for your money.

Sencomm can help you apply these tips to your specific business needs. For more information, email melindaf@sencomm.com.



Get Optimized for OC!

You've probably heard a lot about Microsoft® Office Communicator 2007, and if you haven't, you will soon. This unified communications tool from Microsoft® "helps people be more productive by enabling them to communicate easily with others in different locations or time zones using a range of different communication options, including instant messaging (IM), voice, and video [while integrating] with programs across the 2007 Microsoft Office system — including Word, Excel, PowerPoint, OneNote, Groove, and SharePoint Server."

While OC provides a variety of communications tools, a headset specifically suited to your office environment and optimized to match your OC applications is needed to enhance your use of Office Communicator 2007.

Plantronics has three such headsets, recognized by Microsoft® as being optimized for Office Communicator 2007:



All three headsets feature wideband audio to ensure a superior end-user experience for calls initiated through Office Communicator 2007. For more information contact a Sencomm Expert today!

Any Questions?

Visit www.sencomm2.com/experts.html for the latest information from our knowledgeable team of Sencomm Experts. Find educational white papers, product guides and more!