

Cross Talk Highlights "Why Businesses are Buying VoIP-Voice over Internet Protocol"

Keynote speech outlined critical path to VoIP success.

In the unrivaled setting of Telluride, Colorado at the Colorado Telecommunications Association conference, Tom Cross CEO of TECHtionary.com keynoted the critical factors why businesses are actively being VoIP. Here they are:

- 1 - VoIP is hot and cool - lowers TCO too.
- 2 - Integration with Microsoft Outlook, unified messaging and contact manager.
- 3 - Simultaneous-sequential ring to cell and others.
- 4 - Forward voicemails via email - "please handle this."
- 5 - Logs all communications - improved "bill back" trail.
- 6 - User-controlled browser "portal" features.
- 7 - Office manager system admin - "moving is a breeze."
- 8 - Empowers all users - "I can do it myself."
- 9 - Seamless and costless transfer of calls among offices.
- 10 - Remote office - take VoIP phone home or anywhere.

"Dealers, VARs, agents, integrators, interconnects, PBX-key system manufacturers, consultants and others have pitched VoIP and its other names IPT-IP Telephony, IP-Centrex, IP-PBX, internet phone, broadband telephony, digital voice for more than a decade," Cross commented. "Frankly, VoIP is still not working all the time like it should. There are still too many outages and unexplained network problems. However, like with any new technology, people are pressing forward faster than ever now." In regard to the Cross talk, Gary L. Witt - Executive Director - Colorado Telecommunications Association, noted "Tom Cross' speech on "Why Businesses are Buying VoIP" is certainly one of the top presentations ever given at CTA. The presentation was insightful, indepth and innovative. In addition, the presentation was lively, energetic and engaging. He has the great ability to take complex subjects and make them exciting and understandable. Mr. Cross is a very popular speaker among CTA's membership and superb communicator."

TECHtionary also demonstrated its new animated tutorials. "How VoIP Works in 90 Seconds" and "Business Benefits of VoIP in 90 Seconds" are great online presentations for anyone who is evaluating VoIP. In evaluating these new online presentations, Chuck Griffin, iPath CEO, noted its immediate benefits. "TECHtionary's VoIP online presentations are shown to prospective customers, complex concepts such as multi-office dialing, integrated access, outlook integration, SIP, and many other operations are reduced to an easy-to-understand format. He also noted that a "pictionary" presentation **reduces the days customers require to evaluate the process**. A user who is thrilled by such new online presentations is Cindy Johnson, Director of Technology, Lee County Schools, Sanford, North Carolina. "TECHtionary.com animated web online presentations **virtually eliminate users' training problems. They reduce the hours of classroom time and problems with scheduling**. They simplify how and when to provide classes for those who missed a training session. To sum it up, these presentations have a nice, clean look."

TECHtionary also gave a look at its upcoming VoIP Dealer Training program. Some of the key highlights are: Building a VoIP Business, Selling & Marketing VoIP, Customer and End User Training, VoIP Technology, Network Design, Provisioning, Customer Service, Dealer Portal, and Enhanced & Professional Services. More details on this VoIP Dealer are available by calling Tom Cross at 303-594-1694 or cross@gocross.com

This speech is also available for presentation, web seminar or online tutorial.

ABOUT

TECHtionary.com produces dealer and customer training programs, online presentations including iPod and PC formats sales brochures, virtual installation manuals and animated online presentations. The company has more than 2,816+ free **online presentations** on data communications, internet, wireless, VoIP-Voice over Internet Protocol, PBX Systems, central office switching, protocols, telephony, telecommunications, networking, routing, IPTV, WiMax, power systems, broadband, WiFi-wireless fidelity and other related technologies available at <http://www.techtionary.com>. Thomas Cross is a magazine columnist with many key technology publications and a member of the Technical Board of Advisors for the VoIP-Security Alliance. He can be reached at 303-594-1694, or cross@gocross.com

