



# The Countdown To **ZERO OPTIONS** Has Begun...

## Warning To All Business Owners:

AS OF JANUARY 1, 2023, YOU WILL NO LONGER BE ABLE TO BUY YOUR OWN PHONE SYSTEM. YOU WILL - FOR ALL INTENTS AND PURPOSES - BE *FORCED TO SIGN UP* WITH A “HOSTED” PHONE SYSTEM PROVIDER WHICH WILL THEN REQUIRE YOUR ENTIRE COMMUNICATIONS PLATFORM TO BE WHOLLY RELIANT ON THE STABILITY OF YOUR INTERNET SERVICE... AND EVEN WORSE, YOU WILL BE REQUIRED TO SUCCUMB TO A “FOREVER” MONTHLY PAYMENT.

### If You're Receiving This Message Then It's Not Too Late For Your Business!

You have time to take appropriate action to protect your business from falling prey to a “Hosted” Phone System and the “FOREVER” Monthly Payment it comes with. *You still have time, and more importantly, you still have options.*

Before I get to the options, I want to clarify that a “Hosted” Phone System is *\*NOT\** a bad option - *IF, AND ONLY IF* - you have the appropriate infrastructure to *properly* support a “Hosted” Phone System.

This first means, you must have very stable, very “clean” and very reliable Internet service. *Literally Everything* that happens on a “Hosted” Phone System has to use your Internet. We always recommend Fiber Internet if you're going “Hosted” simply because it's the “cleanest,” most reliable Internet service available. Cable Modem Internet, like through Grande, SuddenLink and Spectrum, are super-cost-effective, but not all that reliable and very inconsistent.

*If You Have Bad And/Or Inconsistent Internet, You Will Have Bad And/Or Inconsistent Phone Calls.*

Next, you have to have data cables *everywhere* you want a phone... Yes, this means in Break Rooms, Waiting Areas, Warehouses, etc. Simply stated, “Hosted” Phones are network devices, and require a Cat.5/Cat.6 (*computer-type*) cable to connect them to your network. The good thing is, almost every “Hosted” phone has “Computer” plug/outlet on the bottom of the phone. This way, if so desired, you can use your current computer cord to plug into the phone (*from the wall*) and then use a second computer cord to plug your computer into the bottom of the phone.

*Adding New Structured Cabling Is Often A Larger Investment Than Most People Are Prepared For.*

Finally, you have to have the correct network equipment. Some businesses find it prudent to set up a Voice Network *totally separate* from their Data network, requiring separate cabling and separate switches. Some choose to share the structured cabling but “virtually” separate the networks with VLANs. Some share the network with both Voice and Data. But regardless of which way they choose, they still must have the correct network hardware (*routers and switches*) to allow *Voice to have the Priority*, via Quality of Service (QoS) Settings, over the Data.

*This Often Requires An Investment In A New Router And/Or New Network Switches For Voice QoS.*



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**But You Still Have Time!**

## Option One: Fully-Hosted

### **The Best Solution For Companies With A Large Percentage Of Remote Staff**

Simply stated: If a large portion of your staff works from home, or you have more than four or five remote/satellite offices, then a “Fully Hosted” system is the *ideal* solution. There is no more cost-effective way to connect remote workers and offices than with a Unified Communications Solution—which is what a “Hosted” Phone System is today.

The benefits of having so many people connected from so many different locations is obvious. Specifically regarding the phone system, everyone can easily call and/or answer and/or transfer calls to everyone else, regardless of their physical location... This even includes making and receiving calls via Mobile and/or Desktop Apps.

### **Must Have Appropriate Infrastructure**

As stated on the first page: *Literally Everything* that happens on a “Hosted” Phone System has to use the Internet. This means each location and user must have solid, reliable Internet service available, as well as the correct network hardware to allow Voice traffic to have the priority on the network over the Data traffic.

If the Internet goes down at any location, those users will not be able to communicate through the Physical Phones and Desktop Apps... ***Not Even To The Phone 10 Feet Away In The Same Building.*** They may be able to function with the Mobile Apps, but only if they have them, and have them (*and the FailOver Configuration*) programmed correctly.

***Everything “Hosted” Relies Wholly On The Internet. If The Internet Is Down, So Is Your Business.***

## Option Two: On-Premise Only

### **The Best Solution For (Rural) Businesses With Limited Internet Access**

The unfortunate reality for many businesses in Central Texas, is they simply do not have access to reliable Internet. Whether they’re in a rural community, way out in the country, or even just on the “wrong side of the street,” these businesses are stuck with slow, low performing and ***often very inconsistent*** Internet service.

Which really means, there is no way they could ever subject any of their Voice communications to their limited (*and often failing*) Internet service. They’re literally stuck having to use old analog, physical two-wire, POTS lines... BUT...

A strong benefit of the “On-Premise” phone system is that it can (*often*) use the old phone wiring to connect the new Analog and Digital phones available with today’s new “On-Premise” systems.... ***Saving Potentially 1000’s Of Dollars!***

### **Limited Remote Possibilities**

There are a few different ways to connect your “On-Premise” system calls with remote users. Most of which utilize variations of Call Forwarding and/or tying up multiple system lines for one phone call.

For instance, you could have a call come in on Line One and then transfer to a Cell Phone using Line Two: Call comes in on Line One and goes out on Line Two. You tie up two lines, but now the caller is transferred to a remote user.

***If You Are Stuck With Bad And/Or Inconsistent Internet, This Is The Most Cost-Effective Solution.***



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## **Option Three: The Hybrid Solution**

### **The Best Solution For Almost Every Other Business Out There**

If you have an office space that at least 60% of your employees work from... and you have access to (mostly) reliable Internet, then you cannot go wrong with the Hybrid Solution. It brings the best aspects of Hosted and On-Premise systems together, into one box that you can actually own.

While three- and five-year payment options are available, you can also purchase the system outright; so either way you choose to buy, you'll never be stuck with a "Forever" payment... *like with the Hosted options.*

### **Old Infrastructure Compatible**

One of the best, *most cost-effective* aspects of the Hybrid Solution is you can easily use your old cabling. What most people don't realize *until it's too late*, is that Hosted Phones do not work on normal phone cables. As I mentioned on the first page, new Hosted Phones are actually network devices and require network (*computer-type*) cabling.

Most businesses nowadays, already have a lot computer cabling throughout their office, but they also have phones in locations that don't have appropriate cabling. Maybe it's in the Break Room, or Filing Room. Maybe out in the Warehouse, or on the Manufacturing Floor. Sometimes it's in the Office where the phone is on a different wall than the computer. There are also those facilities (*like churches*) that have lots of phones in places where there are no computers, or only use wireless for computers. *The older the facility, the more likely it is to have the wrong cabling.*

Regardless, what usually ends up happening—**After The "Hosted" Contract Is Signed**—is the business will have to invest a lot of money (*potentially thousands of dollars*) just to get appropriate cabling to the phone locations.

### ***This Is Not An Issue When You Go With The Hybrid Solution!***

The Hybrid Solution can support both Analog and Digital Phones, as well as the new IP Phones. This means that you can choose to put an Analog or Digital Phone at all of the locations that have old phone cabling only. Not only do you save a bunch of money by not having to run new cables, you also get to save a little bit of money on the price difference of the phones (*Analog -vs- Digital -vs- IP*).

### **All Of The New IP And Remote Features Are Available**

This is **\*BY FAR\*** the "coolest" aspect of the Hybrid Solution. Not only do you get a system that supports your old infrastructure, Analog and Digital Phones, as well as your "regular" phone lines, you also get the best aspects of the Hosted Solution. Do you have a Remote Office you want to connect to directly? Do you need VOIP Phones for your Work-From-Home Staff members? Do you need Mobile Apps for your On-The-Road Sales and Service Teams? Do you want Automated Attendants that can route calls to other locations without tying up your local office lines?

### ***That's Exactly What You Get With The Hybrid Solution!***

Everything you need to optimize your business communications today, as well as everything you need to migrate towards in the future is available with today's Hybrid Solution... without having to rely wholly on the Internet, and—maybe even more importantly— **Without Being Stuck In A "Forever" Monthly Payment!**



# You Still Have **TIME** And **OPTIONS!**

- **I've Made It My Mission To Help You**

*There are so many things you need to know. It is my goal to help you learn everything about the various phone system options, and to be completely transparent. I want you to know the upfront costs, ongoing costs, hidden and/or "surprise" fees, as well as the short-term and long-term benefits of each option.*

- **You Have Plenty Of Time To Make An Educated Decision**

*At this point, you still have almost a full year to educate yourself about the various options, and how each will benefit your business moving forward. Once you have all the information, it will prove easy for you to make the best decision for the future of your company.*

- **I Don't Want You To Fall Prey To Deceitful Tactics**

*Unfortunately, not all of the "Other Guys" are going to be as open and transparent as I am. Their goal is to sell you a system, so they can make a commission, and that's it. Which really means it's their job to say just enough to get you to sign up, but not enough so you know how things could go wrong... or cost more.*

- **You Currently Have Three Options To Choose From**

*At this point in time (and technology), your options are (1) going with a "Fully Hosted" System - which will be totally reliant on your Internet service; or (2) going with a "Fully On-Premise Only" system which utilizes nothing over the Internet; or (3) you can go with "Hybrid On-Premise" and "Self-Host" Remote Phones and Mobile Apps, as well as take advantage of all the amazing benefits of Internet (SIP Trunk) Phone Lines.*

***Your Own Hybrid On-Premise Solution Is **BY FAR** The Best Of Both Worlds:  
You Get Amazing Reliability With All Of The Remote And IP Possibilities!***

## **Next Steps: Reach Out To TRS**

### **You Have To Know We're Here For You!**

TRS has been serving Central Texas businesses since October of 1983. For over 38 years now we've provided our clients with the most reliable technology solutions available. My father, Mike Baumann Sr., started this business with three simple principles—**that are at the core of our existence, even today: Value, Service and Integrity.**

It is, **and has always been**, our goal to make sure we provide you with the most cost-effective solutions available. You having the best, most reliable solution is much more important to us than the extra money we could make by selling more profitable, but much less reliable systems and equipment.

Panasonic Telephone Systems have been rated as the "**World's Number One Phone System**" since the late 1990's. With the longest "**Mean Time Between Failure Rating**" in the industry—meaning it last longer without breaking—which is exactly why we sell it, and exactly why you're still using it.

As of December 31, 2022, Panasonic will no longer be selling new phone system equipment. You will - *for all intents and purposes* - be forced to go with a "Hosted" system, which comes with a "**Forever**" monthly payment.

**But There Is Still Time! Reach Out To Michael Baumann Today!**

**By Cell Phone: 254-535-0490**

**By Email: [michael@trsets.com](mailto:michael@trsets.com)**