

## ITS - Integrated Telemanagement Services, Inc., e-newsletter

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#### ITS E-Mail Confidentiality Policy

ITS is happy to have you as a customer. And since we want to keep you all to ourselves, we promise to never share your e-mail address with anyone, ever.

**Win an ITS Travel  
Mug!**

**Just be one of the first  
20 people to complete  
our**

**Customer Satisfaction  
Survey**

**and WIN an ITS  
travel mug!**

**New Team Members!**



ITS is pleased to add Charlotte Smith to our growing family! Charlotte is our Accounts Payable Clerk. She has been onboard as a temp for several months, and recently became permanent.

Dear Lisa ,

Welcome to the August edition of ITS News! ITS strives to offer valuable information to our Clients about new technologies and services that will help their business. We want to be your trusted business partner and solution provider, not just your communications vendor. I think you will find that we have filled this month's ITS News! with topics that could have a positive impact on your business. Ideas to help you save money during economic turbulence, as well as information about technologies that could help improve your business. And of course we try to add a bit of fun and humor in as well (as requested by our readers).

We appreciate the feedback we receive from our Clients about ITS News! and try to incorporate the suggestions we receive into the newsletter format.

Thanks for being an ITS Client, for reading our newsletter and for taking the time to provide us feedback; we look forward to receiving more!

Regards,  
*Lisa*

### Tina's Tech-Tips Caller ID Selective and Complete Blocking



Caller ID sends your name and phone number to the person or business you are calling.

Selective Call Blocking prevents your information from being displayed for one call. Dial \*67 (1167-rotary phones) before calling.

Complete Blocking keeps your information from being displayed on all your calls except those you elect not to block. Dial \*82 (1182-rotary phones) before calling to unblock. Both of these blocking

options are free.

- Tina

Charlotte came to ITS seeking a new career path. She completed accounting classes at Simi Valley Adult School after having been self-employed for the last 10 years. She ran a childcare business out of her home while raising her own three young children.

Prior to that, Charlotte worked in the mortgage loan servicing industry for 6 years. During that time, she gained extensive customer service skills as well as escrow analysis and escrow disbursement expertise.

Charlotte enjoys spending her free time with her husband, Sean, and their three children. All three children play baseball or softball! When off the ball field, Charlotte enjoys camping, jet skiing, and singing at church with Sean.

Charlotte says she is happy to join our team, is excited to grow in her new career here at ITS! We are just as excited to have you, Charlotte!

#### The Definition of Happiness

The full use of your powers along lines of excellence.

- John F. Kennedy

### **ITS Leaves Imprints on People's Lives**



ITS is proud to partner with the American Heart Association's Start! and is encouraging friends, family members, colleagues, business partners and clients to also Start! What does this mean? Start! is a national movement that calls on all Americans and their employers to create a culture of physical activity and health to live longer, heart-healthier lives through walking.

The employees of ITS have broken into teams, clipped on their pedometers 24/7

## Let Our Technology Do the Driving

We're all well aware of the impact of the high gas prices these days. Until recently, many considered it choice to live in suburban areas and commute to work. The time necessarily spent on the road was offset by what still makes suburbia so appealing: the schools, the neighborhoods, the quiet, etc.

Now faced with gas prices that have easily doubled the monthly cost of running our vehicles, we are seeing more and more transition in the world of commuting. For a lot of us living in Southern California, it's a little hard to get our heads around not freely using our automobiles. What adjustments are we finding ourselves making? A lot of us are biting the bullet and still making that commute. But we all know people who have left good jobs - and even good homes - because they couldn't justify the cost of the commute. Others have started relying heavily on public transportation. I met a man who lives and works in Hollywood who has given up his car altogether. (Needless to say, he's an East Coast transplant.) It's also an increasing practice to hoof it, getting exercise while travelling to and from work.

Along with knowing the [Metrolink schedules](#) and [where to find the cheapest gas in town](#), or getting your exercise and commute in at the same time, there is another viable option that is also getting a lot of attention: teleworking and/or telecommuting.

The words teleworking and telecommuting are often used interchangeably, but actually have different meanings. Telecommuting refers to using technology to avoid physically commuting to a specific location, such as an office. Teleworking refers to using technology to span geography. All telecommuters telework, but not all teleworkers telecommute, because they aren't necessarily "commuting" to a specific location.

Like anything, working remotely has its upshots and downsides. To determine whether telecommuting or teleworking is desirable for you or your employees, objectives should be spelled out and costs factored in.

Teleworking might allow you to service a clientele spread over a large geographic area. (e.g. Think of a doctor making "house calls" from a remote location.) Teleworking not only will save you travel time and costs, it also makes it possible to operate and grow your business regardless of where you physically are at a given time.

Likewise, telecommuting could be a great way to provide support to stable employees. A telecommuting plan or program can be created to ensure fairness and efficiency in determining which employees or positions should be eligible for working remotely. Evaluation and management guidelines, telecommuting policies, etc. should be established. Management by objectives, rather than by observation, is crucial. So are personal accountability and time management.

And, of course, costs have to be factored in. Compare the costs of keeping an employee in office versus at home or remote. Factors to consider are office supplies, technology and telecommunication costs, and work station real estate. (An office that supports a telecommuting program can assign work stations to be shared by telecommuters when they are on location.)

Not sure if teleworking or telecommuting is right for you or your company? Our team of experts can help you look at your needs and walk you through your best options. Keep in mind that teleworking and telecommuting work and are made cost effective by use of virtual private networks, videoconferencing and VoIP. Broadband makes it possible. ITS is your best resource in making this all happen. What better way to get the most out of today's communication technology than to lean on the business communications leader?!

Using communications technology to the fullest will give your business an edge in today's demanding market. The costs involved could well be offset by the benefits of saving gasoline and keeping your best and brightest clients and employees happy.

Call us today at 800-876-4ITS (4487). Or visit us online at [www.its-omni.com](http://www.its-omni.com) for more information

and set a collaborative goal to walk from California to New York in an effort to be more fit and stress free. The benefits of participating in this program are significant! One can improve their health according to a Harvard University Study and gain about two hours of life expectancy for each hour of regular exercise even if not started until middle age. Taking a brisk walk for as little as 30 minutes a day can bring heart-health benefits, reduce your risk for stroke by lowering bad cholesterol (LDL) levels and high blood pressure, and it keeps your metabolism stoked. A review of other studies published by the *British Sports Medicine Journal* states that increasing your aerobic capacity by 25% will delay the aging process and reduces your biological age by 10 to 12 years. So you're not only going to feel better but look great too!

We are on target to complete our 2,901-mile path to New York by October and then participate in the 5K Start! Ventura County Heart Walk on October 18, 2008 at the Simi Valley Town Center in Simi Valley, CA. We encourage you; no, we challenge you and your company to Start! Set your own reachable goals and share them or compete with ITS.

Please go to <http://heartwalk.kintera.org> for more information on how to save your life or someone else's and visit the ITS team Heart Walk webpage at [ITS Heart Walk Team](#).

Please join our team, spread the word and leave your own imprint on the special people in your life!

- April

### Law of Logical Argument

Anything is possible if you don't know what you are talking about.

- Author Unknown

### **Copper Wire** *A Brief History of Telephony in the U.S.*

After having dug to a depth of 10 feet last year, East Coast scientists found traces of a copper wire system dating back 100 years in New York. They came to the conclusion that their ancestors already had a telephone network more than 100 years ago.

Not to be outdone by the East Coast, in the weeks that followed, West Coast scientists dug to a depth of 20 feet. Shortly after, an article in a Los Angeles newspaper read, "California archaeologists have found traces of a 200-year-old copper wire system and have concluded that their Gold Coast ancestors already had an advanced high-tech communications network a hundred years earlier than the New Yorkers."

One week later, the Southern based *Rebel Gazette* posted the following blurb. "After digging as deep as 30 feet in a corn field, Bubba Ray, a self-taught archaeologist, reported that he found absolutely nothing. Mr. Ray has therefore concluded that 300 years ago, the South had already gone wireless."

or to schedule an appointment to assess your best technology and communication options.

- Laura

## Tips for Surviving Turbulent Times



It seems like everything we read and hear about lately points to these turbulent times continuing for a while longer. If your business is like most, you are looking at ways to better manage skyrocketing costs. The high cost of gas seems to be driving increases everywhere else and those increases can have a negative impact on bottom line profits.

ITS has a plethora of ideas for ensuring you not only have the right communications technology to help you save money, but also to identify other areas where your business could be reducing costs.

Just a few items to consider:

- Are employees making personal Long Distance or International calls?
- Are you paying for 411 information calls?
- Are your employees not utilizing new features that could save the company time and money?
- Are your employees complaining about the high cost of getting to work every day?
- Do you want to consider allowing employees to work from home?
- Do you have too many phone lines? The wrong kind of phone lines?
- Do you have expensive phone service features you are not using?
- What about the features on your phone system - are they being utilized for cost efficiency?
- Do you need the ability to track marketing promotions so you can monitor their effectiveness?
- Do you need the ability to conduct conference calls to save money over the high cost of travel?
- Do you have an antiquated phone system that doesn't allow for the services your business needs?
- How can you better utilize your phone and data lines?
- What type of lines should you be using?
- Are you using the right type of lines for your business?

If you checked any of the items above, ITS can help. Call us today at 800-876-4ITS (4487) to discuss how we can resolve your concerns. ITS is the business partner you can trust to help you identify new alternatives for your business that will not only help you save money, but will also allow you to feel confident and in control regardless of the turbulent economic climate.

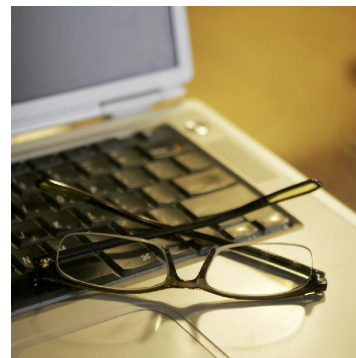
- Lisa

## How to Save Up to \$75/Computer /Year

There is no getting around it: energy costs are rising and everyone is scrambling to find ways to save. Most of us can't afford to install solar panels or wind turbines of our own. Like me, you probably spend a large amount of time in front of your computer. In fact, you are likely reading this article right now on your computer. These machines have changed our lifestyle and they consume energy. What can we do to save some of that?

The most obvious way is to shut off the computer when you are not using it. "But, it is so convenient to always have the computer on," you say. I agree. Well, we are not without options!

For years we have been seeing the Energy Star moniker on just about everything. Maybe you recall seeing it on your monitor when your computer boots up. It is pretty standard on most newer computers. Does that mean that you automatically get the maximum savings?



## Quick Links...

[ITS Website](#)  
[Client Registration](#)  
[OmniTalk](#)

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## Featured Article



You can use this sidebar to communicate something other than the details of your event to your subscribers. It may be news in your industry, organization changes or the results of your most recent website poll. Inserting a link in your article lets you track which topics attract the most interest.

Not exactly.

Energy Star merely indicates that the equipment is capable of power management. What does that mean? I looked at the [Energy Star website](#) to find out.

This website indicates that power management is "standard in Windows and Macintosh operating systems." You can enable power management in several ways depending on your preference. These are typically the three options:

- Power off - When your computer is not in use, turning off the power saves the maximum amount of energy. Requires booting when power is turned on.
- Hibernate - Similar to Power Off because the power gets turned off BUT before it does the computer saves its current settings and restores everything with those settings when power is turned on again and the computer boots up.
- Sleep mode - Uses low power after a period of inactivity. Wake up the computer and monitor in seconds by touching the mouse or any key. All settings are preserved and no booting is required.

I found additional helpful suggestions, including Wake-on-LAN at the [Green PC - Environment Friendly Computer](#) website.

Please do your part to Go Green. We are making the Project GREEN initiative a corporate priority at ITS and hope you find these suggestions helpful in your business.

- Daryl

*Hope you've enjoyed the August issue of ITS News! We are always striving to bring pertinent, timely information to your business. We hope you've found this edition valuable and fun to read.*

*Do you have comments on our newsletter? Suggestions for future articles? As always, we want to hear from you! I can be reached at [lponto@its-omni.com](mailto:lponto@its-omni.com)*

*Thanks for joining us again this quarter. Enjoy your summer!*

*See you in December,*

*Laura Ponto  
Marketing Assistant  
ITS - Integrated Telemanagement Services, Inc.*