

# Small Business

Small & Medium Sized Enterprises

As a small business, time is your most important resource. You need to have the right information at your fingertips so you can effectively and efficiently run your business, minimize disruptions, and optimize productivity. You also need to stay nimble and recognize when changes are necessary before they affect your bottom line.

You also likely won't have the luxury of dedicated IT or voice managing staff, which means you're contracting these services, or instead maintaining additional knowledge of these complex systems yourself to keep your costs under control.

Genesis's Small Business Solutions work *for you* - and don't require full-time administration, complex or recurring training or tie up your important resources which are needed elsewhere.

## The Genesis Solution:

- ✓ Receive immediate notifications of emergencies via multiple methods
- ✓ Allow clerical staff to easily maintain your telecom infrastructure
- ✓ Identify traffic trends and usage patterns by hour, day, week, month & year
- ✓ Monitor and control telephone misuse, abuse and fraud
- ✓ Combine information from traditional, mobile phone and IP endpoints for business-wide reporting
- ✓ Allocate costs and time (calls, equipment, etc.) to their sources
- ✓ Combine summary and detailed data for cradle to grave reports
- ✓ Generate important phone analytics on staff performance and utilization, and for calculating bonuses
- ✓ Direct emergency services to the correct building, floor or location
- ✓ Calculate optimum number of lines and verify your lines are functioning correctly
- ✓ Determine if you have enough available staff in critical roles, based on time-of-day
- ✓ Simplify making telephone changes in your phone system



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