

Getting More from Your Resources

Using Communications to Maximize Your Productivity

With business moving faster than ever before, boosting productivity is not just a competitive advantage. It is the key to the survival of many small and medium-sized businesses.

For many businesses, productivity means doing more with less – working at maximum efficiency so you can compete more effectively with larger competitors. One of the most cost-effective ways of boosting productivity is through careful deployments of technology, especially connectivity. When employees can access online tools and resources, they can more efficiently meet the changing needs of customers and business partners. When workgroups are connected, they can collaborate more effectively. The overall result: a company that responds more quickly to market conditions and customer needs, in a way that ultimately enhances its bottom line.

Deploying new technology initiatives frequently means a change in business processes. In this regard, smaller companies have a distinct advantage over their competitors. They can propagate technological change more quickly through their organization and operate with more agility. These key initiatives can include the following:

- **Connectivity**

In companies of all sizes, employees need constant high-speed access to business applications, information and tools. Network connectivity – within the company, to its partners and suppliers and out to the Internet – is the baseline for ensuring this access. This foundation also supports advanced applications – such as Internet voice, wireless networks or integrated applications – that can further boost productivity.

For example, linking voice and data networks with your customer database means sales and service representatives see customer information as calls come in, which helps them handle calls more effectively. Customers receive personalized service, but not at a higher cost.

Productivity is not just about access to online applications, but also about the speed at which employees access it. A high-speed, broadband connection is essential so that busy employees don't waste time waiting for Web pages to load. With more and more essential business applications becoming available online, high-speed access is key to boosting productivity.

- **Mobility**

Employees no longer conduct business solely from their desks during regular working hours. Even the smallest companies are now part of the 24-hour global economy, in which customer expectations of service and support are high and time is short. Whether employees are in an airport, on the road or even at home, they need to be just as connected to your customers and business partners as they are in the office.

Wireless-enabled laptops, PDA's and smart cell phones empower your employees to work wherever and whenever they are. Email, phone and messaging technologies allow far-flung teams to collaborate more easily. When distributed workers share information on the fly, they can make decisions quickly and respond effectively. Travel time – even commute time – becomes an opportunity to move business forward. Hotels, coffee shops and other stopping points become productive workspaces.

- **Security**

Ensuring productivity also means preventing time-consuming security breaches. Stringent network security helps keep your information secure and can guard against the threat of viruses, spam and malware that could bring your network down, dragging employee productivity with it.

Consider the amount of time you and your employees spend dealing with spam, or how much time they would lose if a virus slowed down their PCs or network connections. The time spent dealing with these problems could be better spent responding to customer needs.

Keeping your network and Internet connections safe also protects the productivity-enhancing tools that rely on it – wireless networks, workgroup and collaboration solutions, Internet-based telephony and conferencing, and mobile computing or remote access.

- **Flexibility**

Companies can further enhance productivity by assigning computer resources where they are most needed. In terms of technology, this means using “scalable” solutions that can adapt as your company's needs grow. Many companies take advantage of “converged” services that combine voice and data on a single network. This can streamline business processes, increase overall efficiency and reduce IT expenditures. The most common of these solutions is voice-over IP (VoIP), where telephony services and data services travel over the same network, known as a “converged” network.

Converged communications can significantly boost the speed with which employees communicate. For instance, by linking call management systems with your company's email, traveling employees can access email, voicemail and faxes from a single in-box. That eliminates their having to check multiple places for messages, which accelerates

response time. Converged communications also make it easier to connect new employees to your voice and data networks, or to move employees, because expensive infrastructure changes are no longer required. Employees have immediate access to the tools they need and can get down to work quickly, regardless of their location.

QWEST SOLUTIONS FOR PRODUCTIVITY

Qwest offers a wide range of products and services that can make your business more productive.

Qwest® OneFlex® Integrated Access: Uses VoIP technology to integrate phone service with your Internet connection. It dynamically integrates voice and data traffic over a single high-speed connection. By adjusting bandwidth dynamically between voice and data, you get to make the most of every online/on-phone moment. This also makes it easy to add voice and data capacity as your needs grow.

Qwest® OneFlex® Smart Connect: Is one of the hosted VoIP solutions for small to midsize business customers. It combines local, long-distance and Internet services to simplify network communications so businesses can respond to customers quickly and easily – and calls can be routed to reach subscribers wherever they travel. For one bundled price, Smart Connect includes all the necessary telecommunications equipment, including console and handsets.

Qwest Mobility™ Services: Coupled with network access solutions such as Qwest Office Connect, Qwest OneFlex Smart Connect or Qwest OneFlex Hosted VoIP – allow you to simplify communications and improve productivity for both office workers and mobile employees. Whether in the office or on the road, employees will get compliance, connectivity and support for anywhere, anytime productivity.

Qwest High-Speed Internet®: gives a business the speed, functionality and connectivity it needs. You can transmit large files quickly, conduct videoconferences and connect with employees, customers and vendors more easily.

Plus, with Wireless Networking, you pay for just one high-speed Internet connection and use it on up to eight computers in your office.

Qwest Managed Applications: Provide easy-to-use features that let businesses collaborate through e-mail, Web sites and project management tools. The services include Qwest Web Mail, Web hosting, Microsoft Exchange messaging, Microsoft Windows SharePoint® services and more. Each service can be customized and used from the office or any Internet connection providing exciting ways to increase productivity

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Learn more about the security features of Qwest's solutions at:
www.qwest.com/business