



Checklist for Dealership Telecom Decisions



So many critical choices!

Telecom Advisors Group, Inc. was created in 1996 to advise dealerships in matters relating to telecom technology and services.

Telecom Advisors Group has conducted over 2,144 Dealership Projects in 45 States.

So much confusion...

VoIP
SIP Trunks
UCaaS
Hosted
Qos

So many terms...

MPLS
SD-WAN
VPN
Broadband
Fiber

...and to make matters worse...

Vonage
CDK
R&R
Cisco
Nextiva
Mitel
Jive
Blueline
8X8
Ring Central
Crexendo
IPFone
Broadvoice

Frustrating and Difficult choices because.....



...of all the equipment in the modern office environment, the telephone is the most important.

Definitions

Customer Premise Equipment or CPE.

All equipment required to enable system to function is installed at the Customer's Site.

Hosted or Cloud Based System.

All equipment required to enable system to function is installed off site and connected to Customer's Site via High-Speed Data Connection or Internet.

UCaaS.

Unified Communications as a Service.

Telecom Technology Considerations

- **FINANCIAL**
- **TECHNICAL**
- **OPERATIONAL**
- **TRANSITIONAL**

Telecom Technology Considerations

FINANCIAL CONSIDERATIONS

- **Monthly voice and data services spend.**
- **Service for analog lines vs. SIP.**
- **Cost of system upgrades on legacy equipment.**
- **Volume of Long-Distance calling.**

Telecom Technology Considerations

FINANCIAL CONSIDERATIONS

- Add the cost of PRIs, analog lines, monthly long-distance charges, monthly system maintenance charges and warranties.
- Most of that expense disappears with a Hosted or Cloud based system.
- Multiply the number of phones in the dealership by \$17.00 to estimate your monthly cost of a Hosted system. This should include the phone hardware.

Telecom Technology Considerations

TECHNICAL CONSIDERATIONS

- **Useful life of Legacy System.**
- **Software and system upgrades.**
- **Viability of existing network infrastructure.**
- **Disaster Recovery.**

Telecom Technology Considerations

OPERATIONAL CONSIDERATIONS

- **Necessity for Remote and Mobility applications.**
- **Call Center and BDC reporting capability.**
- **Personnel sharing phones.**
- **Integration with CRM platforms.**
- **Texting and Video Chat requirements.**
- **Call Tracking requirements.**

Telecom Technology Considerations

TRANSITIONAL CONSIDERATIONS

- Installation of new hardware.
- Training on new system.
- Acceptance of new technology.

The Phone System solution that works for one dealership may be totally wrong for another....The solution should adapt to the store, not the other way around.



Once you announce that you're looking for a new Telecom system, you'll be busy.



Every UCaaS Salesperson's solution will be "perfect for your dealership".

New System Pricing

	<u>2017</u>	<u>2021</u>
Installed Digital System	\$1,900.00	\$1,800.00
Installed VoIP System	\$1,750.00	\$1,550.00
Hosted or Cloud Based System	\$1,440.00	\$1,140.00

Average monthly price for 60 Phone System(Includes necessary Telco circuits, Long Distance Charges and maintenance)

CPE vs. Hosted

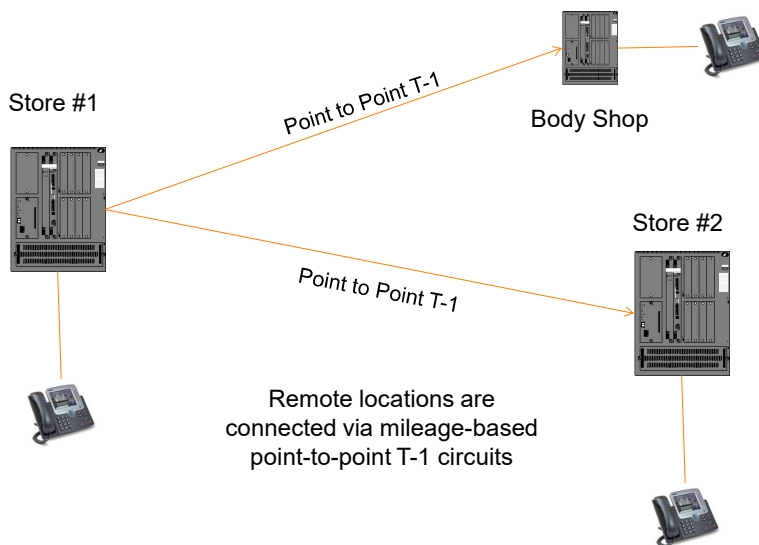
	<u>CPE</u>	<u>Hosted</u>
Ongoing Maintenance Required	YES	NO
Long Distance Charges	YES	NO
Inherent Disaster Recovery	NO	YES
Software Upgrades Required	YES	NO
Mobility Applications	NO	YES
Savings in cabling expense	NO	YES
Ease of Programming Changes	NO	YES

Leading Hosted or Cloud Based Vendors

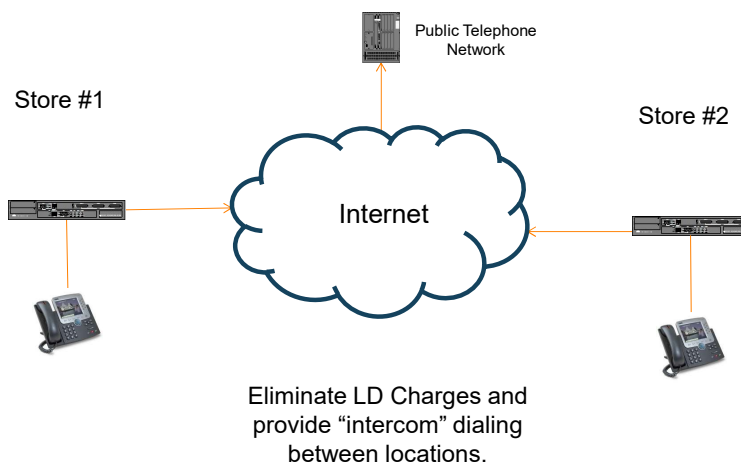
Jive
 Nextiva
 Mitel
 Crexendo
 Vonage
 Net2Phone
 Blueline Telecom
 Telesystem
 IPFone
 8 x 8
 Broadvoice

...plus 494 more.

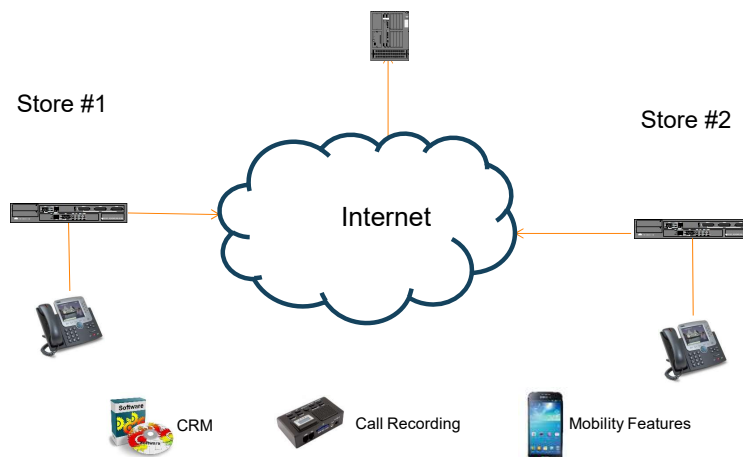
Traditional connectivity for dealerships with multiple locations



Hosted configuration for dealerships with multiple locations

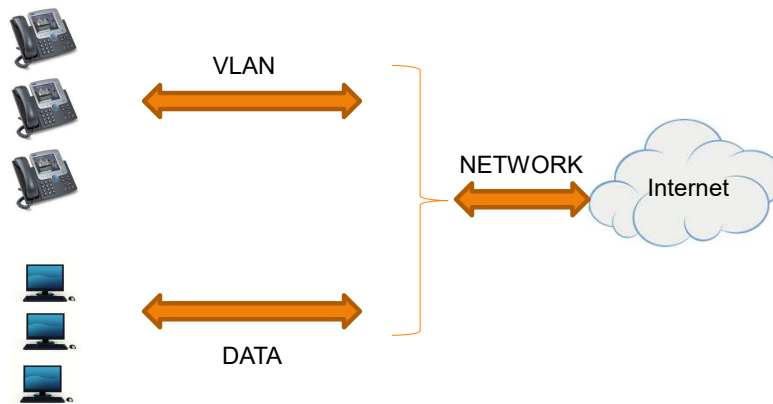


Hosted configuration for dealerships with additional features

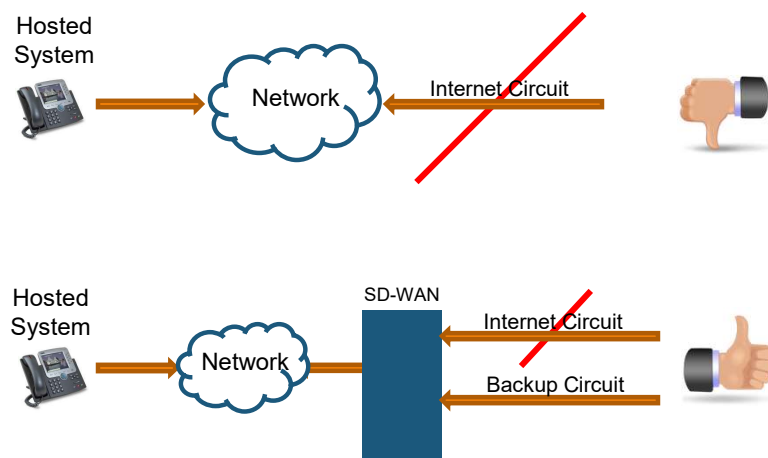


**Mistakes Dealerships make in
moving to Hosted Phone Systems.**

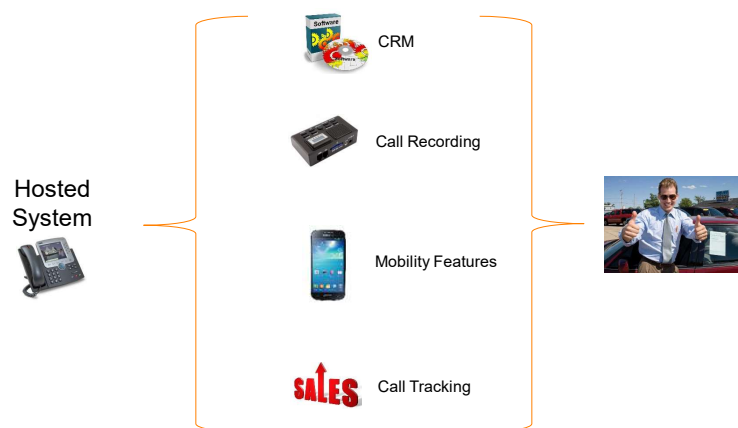
Not Separating Voice and Data over the Network



Not provisioning Automatic Failover on your network using SD-WAN.



Failure to identify services that need to work with the new Hosted phone system.



Forgetting to consider any analog devices that still need to work at your store.



Air Quality Testing Machines



Fax Machines



Analog Modems

#1 Mistake Dealerships make when upgrading to the new Technology

Not developing a specific list of system requirements and specifications with which all bidding vendors **MUST** comply.

Develop a list of system specifications, requirements and minimum terms for each bidding vendor to receive



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This is an absolute **MUST** to ensure all vendors are bidding to the same size, features and configuration.

Specific topics the RFP must contain

- Due date for vendor responses.
- Exact system configurations
- Whether or not PoE is available.
- Type of paging required.
- How will faxing be accomplished.
- Type of operator station required.
- Network requirements.
- How will the installation be managed and by whom.
- Will Project Managers be U.S. based.
- How will training on the new system be accomplished.
- What conditions must be met for the installation to be considered complete.
- Service Level Agreement.

Tips when buying Hosted Systems

Know going into the process WHY you are looking at a Hosted System.

Know from the start that your internal IT staff will be making programming changes on the new system and therefore require some training.

Don't necessarily buy the least expensive system. Explore all the options and concentrate on the automotive experience of the vendor.

Use trusted brands....don't buy systems that are generic in nature and built on "White Box" server design.

Don't commit to a new voice system from your DMS provider without shopping the competition who can offer similar and compatible products.

DON'T BUY USED!

The Process

Survey all managers for input of needed features

Identify the vendors that will receive bid document

Interview vendors and check references

Conduct staff and manager meetings

Make vendor selection

“The most important piece of office equipment in your dealership is your phone!”

Questions ?

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