



“Samsung dealers have the backing of LEAF Financial to offer various financing options, such as leasing and end-of-term flexibility. Our dealers can support transactions as low as \$3,000, and approvals can be secured in less than two hours.”

Selecting a Business Communications Partner

Whether you’re setting up your business for the first time, or it’s time for an upgrade, selecting a business communications system can be a daunting task. Many go to large electronics chain to shop around, but find in the end that they need the expertise and services provided through a professional business communications provider. But how do you select a communications partner? Instead of blindly picking someone out of the yellow pages, below is a checklist of things to evaluate and ask of potential providers before you sign on the dotted line.

1. Do They Have Broad Expertise?

Every communications provider you reach out to will most likely have a lot of experience with the telephone system itself. But a partner’s value could increase if you can access a wide set of compatible solutions from the company. This reduces the amount of time and stress required to source complementary products while also providing a single point of contact for ongoing service and solutions. You can rest easier knowing you will get consistent, quality solutions from one vendor—now and down the road when your organization’s needs may change.

Some business communications providers have extensive partnerships with manufacturers to extend their capabilities. Samsung for instance offers its Dealer Network providers a variety of region- and market-specific expert resources that are available when and where they are needed. Samsung also offers a range of professional services and certified experts that can work hand-in-hand with you to design, implement and customize voice communications systems and data networking solutions.

You may also want to consider finding a provider that has an established partnership with a SIP service provider. IP telephony has established a new way for SMBs to save money on their monthly phone bills. The deployment of SIP trunks can help you realize an immediate cost savings of up to 70 percent over the cost of traditional communications networks, and having a reliable SIP service partner is a key element to making this savings a reality.

2. Can They Prove Long-term Value with Warranty Programs and Training?

Some communications providers will sell and install a system and then disappear. It’s important to partner with a company that will commit to being there and standing by their work. Each manufacturer offers different warranties, supplied through the dealer, so make sure to select a system that offers a multi-year warranty program.

Training is another key component to consider. Without proper training, many users never realize the full value of their communications systems. Online tutorials are a convenient way to train new employees and offer refreshers for long-time users. Ask potential providers if they offer these types of programs to ensure that you get a positive return on your investment.

3. Do They Provide Financial Options?

In today’s economic climate, financing may be the ultimate decision-maker in buying a new communications solution. Many dealers will work with you to customize a payment plan to suite your needs, for instance varying upfront deposit requirements or adjusting lead times to fit with your revenue streams.

Samsung Dealer Network providers have the backing of LEAF Financial Corporation to offer flexible financing options, such as leasing and end-of-term flexibility. Samsung dealers can support transactions as low as \$3,000, and financing approvals can be secured in less than two hours. They can even work with you on government tax incentives as applicable.

These types of solutions can make buying a modern, feature-rich communications system more affordable, which can be especially important for start-up businesses and for all budget-conscious organizations.

Most SMBs do not have an IT department or CIO. IT decision-making is often the responsibility of the owner or controller who may not have a technology background. Therefore when buying a new communications system, it's important to seek the guidance of a true expert, someone who is well versed in everything from unified communications to WLANs. But beyond understanding the ABCs of telecommunications, it's important to select a partner that you trust to be there for you when you need assistance, both today and for the long-term as your business grows. Use the same discretion in hiring a business communications provider that you would in hiring an employee. After all, he/she will play a role in your company's success.