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Official Office Technology
Company of the Buffalo Sabres

SPRING 2022



THE FINAL FRONTIER

CFBT Launches Unified Communication Services

For the longest time, our story was simple: We're an office technology provider...except for phones. Even getting to that point was a big leap from our foundation as a Konica Minolta Hardware Dealership.

But as with all the other services we've added in the past, our customers had a demand that needed to be filled; adding the final piece of the puzzle for their office technology to be under a simplified, single provider.

That's why we are pleased to announce the addition of "voice" to our fleet of service and technology through "Managed Voice." With Managed Voice, you'll experience unified communications technology that provides one centralized platform for simplified billing and support. What's more, Managed Voice is engineered to deliver the highest quality of voice service and cloud-based unified communications.

This phone system will come with the same single point of contact, billing and best-in-class support you've become familiar with.

Visit our new product page to learn more at CopierFaxBT.com/Voice

NEWSLETTER HIGHLIGHTS

Launch of Unified Communication Services

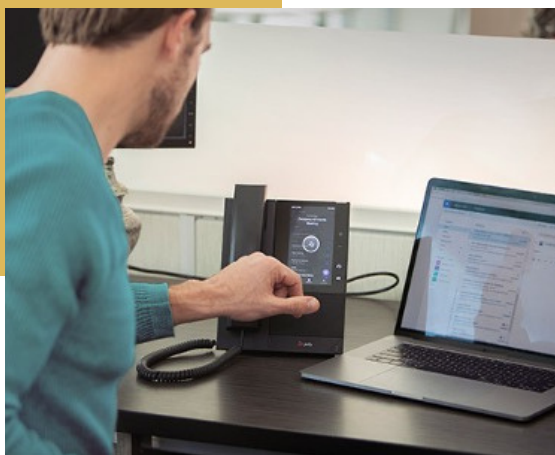
Understanding Voice Lingo

Six Signs to Upgrade Your Phone System

Buffalo Sabres Partnership

Win a Buffalo Bisons Prize Pack

Is Your Phone System Holding You Back or Helping You Fly?



CAPABILITIES & BENEFITS

- Call recording capacity
- Unified desk, computer & mobile phones
- Internal and External Messaging
- Customized features for your business
- Increased staff productivity
- Simplified system maintenance
- Software upgrades
- HD Voice and Video

UNDERSTANDING VOICE LINGO

You may have systems in place at your office that you're not even aware of. A lot of this tech-talk can seem intimidating or overwhelming, but we're here to walk you through it and keep it simple! Here are a few common terms to know when it comes to unified communication systems:

PBX

PBX stands for private branch exchange, which is a private telephone network used within a company or organization. This includes your in-office phone communications, extension numbers, intercoms and more.

HOSTED PBX

A hosted cloud-based solution delivering voice and unified communications via a remote PBX. Hosted PBX is one of the fastest growing services for small and medium size businesses using unified communications. Hosted PBX offers one platform and one point of contact delivering increased flexibility, low maintenance, simplification and advanced features.

SIP TRUNKING

Utilizing your existing internet connection, SIP Trunking provides a blend of voice and data traffic onto a single IP circuit. This service delivers dynamic bandwidth allocation while supporting FXS, PRI, and T1 connections. The benefits include one point of contact for local, long distance and simplifying the overall experience.

CRM INTEGRATION

CRM is your customer relationship management system. Managed Voice will integrate with nearly any CRM software system, adding even better data logging - including recorded conversations.

6 SIGNS IT'S TIME TO UPGRADE YOUR PHONE SYSTEM



We've been communicating by phone for decades. It re-mains the go-to communications method in the workplace. The average business phone system has a lifespan of only six to eight years.

After that, the system is either out of maintenance or lagging in features, often to the detriment of the business.

The good news is businesses that need to upgrade their existing phone system now have a large array of solutions available compared to seven or eight years ago.

WHAT ARE THE TELL-TALE SIGNS THAT YOUR PHONE SYSTEM IS BEHIND THE TIMES?

- Does your business miss phone calls because the call is routed to an absent employee or all the lines are busy?
- Does your staff complain that your phone system is confusing because you have different phone systems in each location with features that don't work the same?
- Have you lost inbound or outbound calls due to network or equipment failure?
- Have you received unexpected phone bills, confusing pricing structures, or high international calling costs?
- Do your customers or remote workers complain of dropped calls when trying to reach people in the business?
- Do you need to be in contact with your employees when they are traveling or working remotely?

TRANSFORM YOUR PHONE SYSTEM INTO A VERSATILE BUSINESS TOOL

Whether missed calls, disparate systems, fluctuating expenses or infra-structure maintenance, the solution to many of the problems can be found in new software-based communication solutions.

Entire systems can run in the cloud, and in many cases don't even require desk phones. Imagine the versatility you can achieve by using your PC, tablet or smartphone instead of being tied to a desk phone.



CFBT RENEWS PARTNERSHIP AS OFFICIAL OFFICE TECHNOLOGY COMPANY OF THE BUFFALO SABRES



Copier Fax Business Technologies has been a proud partner of the Buffalo Sabres and Pegula Sports and Entertainment for over eight years. Last month, the organizations agreed to an additional four year partnership, leaving minimally 12 years as the official office technology partner.

This partnership has expanded to other Pegula Sports and Entertainment entities, including the Harbor Center, Buffalo Marriott and other properties around the arena. Additionally, the services have expanded from hardware, to software and video security systems being used at both the arena and corporate offices.

We are looking forward to the upcoming years, especially since the major shift in the team's performance and momentum in the last few months of the 2021-2022 season.



ENTER TO WIN A BALLPARK PRIZE PACK



PRIZE PACK INCLUDES:

- Four tickets to a Buffalo Bisons Home game of your choice*
- \$100 Visa Gift Card
- CFBT Thermal Travel Cooler
- Two CFBT New Era Baseball Caps

* pending availability

Simply visit CopierFaxBT.com/Survey and answer our one-minute survey to enter for your chance to win!