

Tektivity past, present, and future

By Doug Flugum

You may have seen in the news lately that Tektivity acquired Iowa City Telecommunications in August and earlier in the year we acquired the telecommunications business of Iowa Electronics. If you get the idea we are growing, you are right. Tektivity has experienced double digit growth every year since we started, eleven years ago, and see no reason that trend will not continue. What Jon Cushing and I started on a hope and business plan is now a company of 25 people and growing. But, we're not done yet.

What you have also seen in the news is that the building that has housed our offices and data center since the beginning is being razed to make way for the new Cedar Rapids Event Center. So, the first thing that will kick off 2011 is a move to a new location. The move is not our choice, we have really enjoyed being downtown and our current location has always had room for growth. But now we must make room for our city's growth. Keep an eye open for announcements about our new location as things develop.

The bigger news is that Tektivity has plans to grow more in 2011 than we have in any other year to date. In the beginning of 2010, Tektivity brought on Jim Hauer to head up Sales and Marketing. Jim has added three people to his team and is challenged with introducing businesses across Eastern Iowa to Tektivity and to the services that have stimulated our growth. In 2010 we also brought on Ken Terukina to help streamline operations and perfect the

customer experience. Along with Jon Cushing and Jay Nelson, our management team is in place to make 2011 a banner year.

Tektivity will always remain committed to driving operational effectiveness in the successful businesses we serve. That is one precept that will never change along with making sure we continually do the right thing for our customers. Our stable of phone system support, including Avaya, ESI, Iwatsu, Panasonic and Vertical will continue to grow as we acquire more companies and broaden our service offerings. Our expertise in networking and computing services continues to expand as we challenge our techs to acquire higher certifications and continue to bring on new talent.

Thank you to all of the loyal customers that have fueled our growth. Our promise to you and to the customers of tomorrow is that Tektivity will continue to be your trusted IT and telecom partner for strategic planning, implementation and managed services.

Tekbriefs

Community Involvement

Saturday Sep. 18 - Alzheimer's walk
Sunday Oct. 24 - JA Bowling
November - United Way Pledge Drive

New Employees

- Amanda Galitz
- James Deyarman
- Casey Muller

Choosing the right Phone

By Claire Hanson

Navigating your way through the technology offered today can be quite intimidating with so many choices offered. Sometimes wading through the technological pool leaves you guessing what you need and don't need when running your business. One thing that seems to be overlooked more often than not is the phone system being used, even though almost everyone in your office will be using it on a daily basis.

Much like most other technology, there are many phone systems available for purchase. You might not even be sure where to start when it comes to the daunting process of selecting this type of device. This is a major decision, and phones are loaded with hundreds of features that you may not know the first thing about; what happens if you make a decision that doesn't fit your companies needs?

This decision process is where Tektivity can step in to help eliminate the time and money of trying to figure out a phone system all on your own, and help figure out the phone system that best fits you without the added stress.

The most important thing when buying a phone system is to remember: A phone system is a phone system; what you're actually buying is the company. At Tektivity we are here to help in any way we can. We offer several leading brands, and are able to help narrow the options down from the companies that don't work for you, to the company and system that meets all of your phone system needs.

At Tektivity, we will dig deep to help discover answers to questions you didn't even know you should be asking such as:

- Do you want a system that is long term, or disposable?
- Do you need a digital phone system or an IP based phone?
- Does basic voice mail work for you, or do you want messages sent to your email inbox?
- How does a phone system affect your customer service and sales productivity?

When you're ready to talk about improving your productivity, and changing your phone system, let's sit down and visit. Stop working around your phone system and let Tektivity show you how a phone system can work around you.

Tektips: Saving Bandwidth

Is your Internet slow? It may not be your connection; it could very well be misuse of a company resource. Before buying more bandwidth, make sure Internet users aren't wasting your bandwidth by listening to music online or watching videos. These uses can eat up bandwidth and make the Internet seem slow. Start with a company policy about audio and video usage. If that policy doesn't work, then talk to your IT partner about web filtering to block those types of sites.

Information Technology Dilemma

By Jim Hauer

I have the privilege of speaking with many businesses in Eastern Iowa, from small non-profits all the way up to major enterprises. There is one common theme I am hearing from all levels: "We need to reduce overall costs, including information technology (IT)." But when asked how you plan to reduce costs, a common answer is: "We are looking at (some technology related effort, insert yours here) that will make us more efficient". More technology with less internal support; there's the IT Dilemma.

A small non-profit simply can not afford to have a staff member focus on increased IT demands, even though that new fund raising software promises huge dividends. Many small companies fool themselves into thinking they do not have internal staff, when in fact "Betty the bookkeeper" is spending 10-15% of her time handling IT and telecom related issues. Not only is her IT time costing the company a percentage of her salary, but there is also the issue of Betty's lost production and not having time to complete more important projects.

Larger companies and enterprise level companies that have full time IT staffs are being asked to install more and more technology with lower budgets to support these more complex environments. An initiative to roll out new software to every PC could take a staff person months to complete or even longer if they have to keep up with their regular duties. The result is that projects are not completed on

time, are completed haphazardly, causing more issues and money down the line, or the project is simply not completed at all.

Smart companies are turning to trusted partners like Tektivity, to resolve this dilemma. If you are a small business burdened with IT issues, let a trusted partner take IT off of your plate and design a support system that works around the way you work. Whether it is simply monitoring your systems and taking a proactive approach to fixing issues, or becoming your 24x7 IT department, the result is the same: off-load IT issues so you have more time to do your job, making money.

For larger companies, external help takes on those projects that go beyond the IT staff's regular duties. For instance, Tektivity can deploy a project manager and a team of technicians that can do technology roll-outs, install new software, or similar projects, on budget and on time. A trusted partner can also provide specialized expertise and experience, while adding value by improving business processes and controls.

To solve the IT Dilemma find a technology partner that you can trust, that will listen to you, that has the ability to tap into numerous resources and can design an affordable, efficient solution that pays you ongoing dividends.

