

The 4th Edition | 2011 Source

The New Jabra UC Voice™ Headsets

Jabra®

The new corded Jabra UC VOICE™ headsets are designed specifically for Unified Communications deployments and are targeted at companies looking for cost-effective quality solutions for mass deployment. The series includes four different headsets to accommodate different working styles and environments.

View the Youtube video [here](#) to get an exclusive insight into these new dedicated UC headsets and a sneak preview of other wireless UC office headsets to be launched this autumn. Learn how Jabra's hands-free solutions help drive a successful adoption of Unified Communications and hear our vision for taking a leadership position in this market.

With 90% of all companies considering Unified Communication deployments, it is no longer a matter of raising awareness of UC, but of making sure decision-makers have the best possible solutions for a successful UC experience.

For more information about Jabra headsets, please contact your MAC Source Account Manager or Liz Rizzo:

Liz Rizzo | Marketing Manager | MAC Source Communications
(800) 343-5554 x3904 | erizzo@macsourceinc.com

Jabra
UC Voice™
150



Jabra
UC Voice™
250



Jabra
UC Voice™
550



Jabra
UC Voice™
750



INSIDE...

**Avaya Support
Advantage**

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**MAC Source
Achievements**

**SIP Enabling Your
Legacy PBX**



mac source
COMMUNICATIONS

Keeping Customers Connected



MAC Source Recent Achievements

MAC Source Achieves Silver Level in the Aruba PartnerEdge Program

Effective October 5th, 2011, MAC Source Communications, Inc. achieved **SILVER** level in the Aruba PartnerEdge program.

MAC Source Communications, Inc. met the sales training, technical certification, and revenue requirements to achieve the silver program level. We're qualified to sell, design, demonstrate and deploy Aruba's award-winning mobility solutions.

In recognition of our strong commitment and qualifications, MAC Source is now qualified to receive new benefits including better discount pricing for our customers.

[Click here](#) for more information on Aruba Networks.



MAC Source Achieves Platinum Status with Lightspeed Systems

As part of the new MAC Source Security Practice, MAC Source began partnering with Lightspeed Systems on network security projects for our education customers. Lightspeed Systems develops comprehensive network security and management solutions for the education market. Lightspeed is committed to helping schools of all sizes operate their networks effectively and efficiently, so educators can provide safe online teaching and learning environments. MAC Source recognized the value in the Lightspeed product line and expertise and has made strides in our partnership with Lightspeed, therefore achieving Platinum Status with Lightspeed.

[Click here](#) for more information on Lightspeed Systems.



Lightspeed
Systems



Customer Success Story: Fort Plain Central School District

In June 2011, the Fort Plain Central School District released a bid for a new phone system. The school district was looking to move to Voice over IP and wanted one system for all their buildings and transportation facility, which had separate systems at the time. Their current systems were outdated and mis-matched.

MAC Source responded to the bid with an Avaya IP Office solution and was awarded the project shortly afterwards. MAC Source was not only the low bidder, but they also met all the specifications required by the school. The references MAC Source provided for the bid were very strong and made the school district feel like they had chosen a reliable and experienced vendor. Additional benefits that MAC Source offered were its large portfolio of products and services, maintenance offerings and local resources.



MAC Source met Fort Plain's critical implementation deadline and successfully had the system installed by August 2011, so that the staff and students would begin the school year with a new phone system. Doug Burton, the school's Superintendent, stated "With a short timeline and critical turnaround time, MAC Source and Avaya made it happen for us. Their training and support services were key. The team that we worked with gave us a great feeling about MAC Source!"

To date, the Fort Plain Central School District is very impressed with the clarity, reception and functionality of their new Avaya IP Office system. Their solution includes centralized management of the system, centralized voicemail, new IP phones, and small community networking. They have the ability to bridge the phones to their PA system and are considering the voicemail to email application in the future.

Mr. Burton was so happy with MAC Source he said "I would urge any school district's Board of Education and superintendent entering into a capital project for communication systems to consider MAC Source Communications."





Avaya Support Advantage

Avaya Support Advantage is a new global, holistic support model required for all new sales of Avaya enterprise solutions. It includes software and hardware, 24x7 remote support, next business day parts and improved response time (as quickly as 15 minutes), plus additional options for increased coverage.

Avaya Support Advantage is comprised of two base offers: Essential Support and Preferred Support. Essential Support provides the minimum level support required for customers to have access to patches, service packs and technical support. Essential Support compares favorably to competitive minimum service level offered by competitors, due to Avaya's award-winning web tools, deep expertise, and global scale. Essential Support includes 24x7 remote support of hardware and software plus access to all self-service web tools, but does not include any monitoring. Preferred Support provides customers with the optimal level of support, including all the features and benefits included with Essential Support, plus remote monitoring through EXPERT SystemsSM, which contributes to the resolution of up to 99% of system generated alarms.

Customers who choose Preferred support have 20% faster resolution times on average, due to the faster response times and visibility achieved through real-time monitoring services. Preferred customers have access to high speed secure connectivity through Secure Access Link enabling faster response times and centralized management of their security policies.

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For more information on Avaya Support Advantage, please reach out to your MAC Source Account Manager, or contact Steve Valerino, our Services Sales Manager:

Steve Valerino
Services Sales Manager
MAC Source Communications
(315) 833-9539
svalerino@macsourceinc.com



AVAYA

BUSINESSPARTNER
Platinum



SIP Enabling Your Legacy PBX

As most companies migrate towards all-IP services, they face challenges when it comes to connecting multiple systems and operating within them. With SIP Trunking, small to medium businesses are able to save money without having to completely switch out their IP-PBX systems. With companies like MAC Source Communications and AudioCodes, it becomes extremely simple and inexpensive.

If your PBX system is not SIP enabled, you only have a few options. You can either switch over to a VoIP hosted and managed system which could knock you out of business for a few days or weeks while you switch over, or you could put an AudioCodes media gateway onto your system and within a few hours, be up and running. The latter is quick, simple, and inexpensive compared to the former.

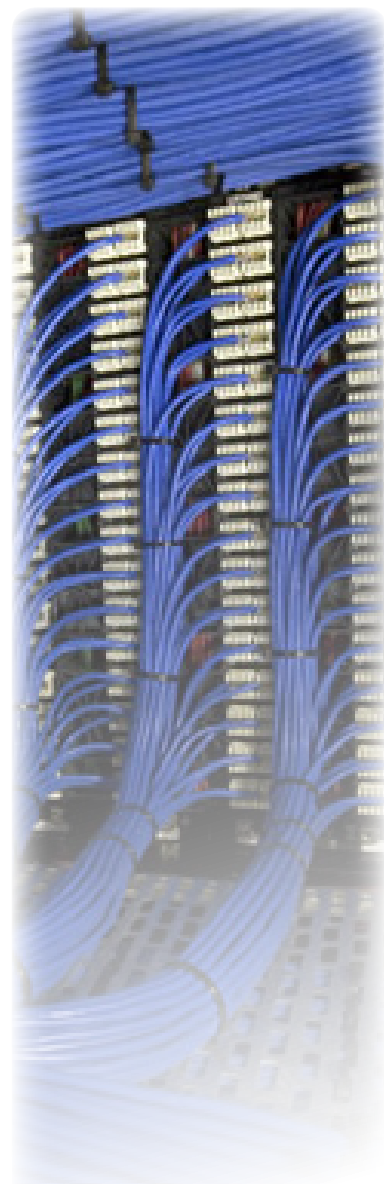
With the AudioCodes Media Gateway, voice, video, and data are interconnected. This gives companies a greater geographic reach, improved flexibility, and a more competitive advantage. The great thing about AudioCodes gateway is that it is basically a drop and insert architecture. The gateway allows everything on your network to be connected and can be installed quickly.

For more information, [click here](#) to view our recent MAC Source and AudioCodes webinar: "SIP Enabling Your Legacy PBX" *You will be asked for your name, email address and company name. Then you'll be presented with a screen that provides the playback in either Windows Media Player format or in Live Meeting High Fidelity.

You can also call your local MAC Source Account Manager, or contact Liz Rizzo for more details:

Liz Rizzo

Marketing Manager
MAC Source Communications
(800) 343-5554 x3904
erizzo@macsourceinc.com



Bill Patterson Promoted to Vice President of Operations



Bill Patterson has been promoted to VP of Operations at MAC Source, effective October 15th, 2011. Bill joined MAC Source in November 2000 as an IT Analyst, and was promoted to Operations Manager and then to Director of Technical Services in

2009. With his new role, Bill will be responsible for all of Operations within MAC Source and will report to Don Norkett, the Executive Vice President and Chief Technology Officer. He will oversee the three Regional Operations Managers and the Material Manager.

As MAC Source continues to grow it is important to align the organization and individual roles across the company in order to increase efficiency. These changes have been made in order to standardize the roles, processes and procedures of MAC Source. It will also help bring several projects to fruition faster. Things like a new 24 x 7 Network Operation Center, New Managed Services and other new areas that MAC Source will invest in.

New Hires

Andre Jackson
Installation Technician
Syracuse Office

Michael Tinti
Cable Technician
Syracuse Office

Daniel Kochman
Refurb Technician
Syracuse Office

Ray Brown
Technician
Buffalo Office

Upcoming Events



November 8

Aruba Networks will join MAC Source for our Monthly Educational Webinar Series. Aruba experts will discuss how to build video-optimized Wi-Fi Network for iPads. [Click here](#) for more details and registration.

November 9

MAC Source will exhibit at the 6th Annual SAMPO Long Island Regional Conference in Melville, NY. The New York State Association of Municipal Purchasing Officials (SAMPO), a leading resource for New York State's public procurement professionals, hosts these events to help members raise their level of knowledge, expertise and standards of excellence in the field of public purchasing. At the event, MAC Source will update members on the latest Avaya products and other MAC Source offerings. Stop by our booth for a live demo of the Avaya Flare desktop video device. [Click here](#) for information and registration.

November 20-22

MAC Source will exhibit at the NYSCATE Conference in Rochester, NY. [Click here](#) for more details.

December 8, 2011

Juniper Networks and MAC Source will host a Breakfast Seminar for CIO's on "Creating a Climate of Innovation through Mobility, Consumer Technologies and the Cloud." The seminar will take place at the exclusive Buffalo Club from 7:30-9:30am. [Please contact Liz Rizzo at erizzo@macsourceinc.com or \(518\) 694-3904 for more details and to RSVP.](#)