



CASE STUDY

The Home Office

Scenario

Two months ago Tom Jenkins decided to leave his large corporation to start his own business. After developing and refining his business plan for months, Tom knew he had a strategy that if well executed, would be successful.

Tom decided to launch his company from his basement, so he began setting up a home office. He knew a communications system for Internet, voice and fax services would be the lifeline of the business as he communicated to customers and suppliers around the world. So, he began a search for a system that would fit all his needs.

Tom wanted three telephone lines, two for voice and one dedicated telephone line for Internet Access. He also wanted the system to form a Local Area Network with shared Internet access for one desktop PC and one laptop. Tom wanted the communications system to be installed as practically as possible to other parts of his home. One of the benefits of having a home office was to add flexibility to his work schedule, and Tom did not wish to be tied down to the basement office because he was expecting a call, fax or email.

After looking at current equipment in the market, Tom was dismayed at the cost and complexity of the solutions. To provide the sophistication of voice, data and fax services he needed, Tom priced key systems, multi-line telephone sets, Ethernet LANs and even a small Internet server. In addition to the high price tags, Tom realized that none of the equipment was integrated in any way. This was a problem. He did not have the IS staff of his previous employer to fall back on to install the wiring needed for voice and data and help troubleshoot the system.

In short, Tom was afraid that his dream of owning a successful new business might all fall apart due to an expensive communications system that he could neither afford, install nor maintain.

The AirWay Solution

After surfing the Internet, Tom realized there was an affordable solution for his needs. The AirWay integrated communications system gave him exactly what he was looking for. It provided wireless voice, Internet access and even a local area network throughout his house.

The system allows Tom to move about his home and handle all incoming and outgoing calls, while also seeing activity on the fax line via the large LCD display on the HandSet. The system also allows Tom to move his laptop around the home and access the Wireless LAN and the Internet. Furthermore, because the new system is designed to easily interface with the Custom Choice Services ordered from his telephone company, Tom enjoys the benefits of accessing Caller ID Information, sophisticated voice mail and call forwarding features.

Now Tom knows what it is like to be tied in without being tied down, and his business is prospering.



Hassle-free.

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