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Business telecommunications systems represent major investments for all businesses regardless of their size. The cost is such that most businesses must finance or lease the hardware and installation costs over a period of 3 to 5 years. The decision to change to a new system requires significant forethought and planning to assess current and future needs. In addition, businesses must evaluate current technology offerings and vendors in order to determine which best fits their business needs, what financing is available, and whether the timing is right.

Thus, for most businesses, the decision to transition to a new telecommunications system is often a slow and thoughtful process. Without a motivating factor, a decision to change systems is long-term and often results in a decision to stay with the current system.

For these reasons, Linear is focused on businesses that have an event or reason to upgrade their service. These reasons usually include one of the following:

1. **Business is relocating to a new location** – While sometimes it is possible to move an existing system over a weekend, it often results in significant down time, overtime labour charges and it may not meet the needs at the new location (such as expansion capability).
2. **Business is adding a new location** – A new location will require its own separate telephone system.
3. **Major Renovation, Move & Rearrangement or Expansion at Existing Site** - This kind of change often results in significant labour costs, as well significant hardware costs associated with additional line/trunk/extension cards and other hardware.
4. **Unserviceable Technology** – In telecommunications, technology changes frequently resulting in manufacturers and suppliers being unable to provide maintenance and support to their installed base of customers after a number of years (usually after 5 to 10 years). As a result, even though the system may still be adequate, businesses find themselves unable to obtain parts or suppliers to service them.
5. **Outdated Technology** – Businesses often find that their needs change over the life time of a telecommunications system. Features and capabilities may limit how they conduct their business.

In addition to the above factors that often motivate businesses transition to a new telecommunications system, the following more subtle reasons may underlie a decision for change:

1. **Corporate Image** – Many businesses feel the requirement to use the latest technology to demonstrate their technology-advanced organization to their customers and suppliers.
2. **Improving Intra-Branch Communications** – Transitioning to a OneConnect system enables multi-location organizations to operate as one unified organization, with a single corporate directory, 4-digit dialing between branches, standardized features and reduced long distance charges. In addition, it eliminates the need and cost of purchasing, managing and maintaining disparate systems at each location, freeing up IT personnel.
3. **Efficiently Utilizing Existing Technology** - With a OneConnect service, businesses may use their existing laptops for telecommunications with the addition of a headset, eliminating the need to invest in additional hardware, such as telephones.
4. **Cost Savings** – OneConnect service offers business employees significant productivity improvements through improved functionality, efficiency in handling calls, and enhanced mobility. One Number Service allows callers to dial only one number to reach all communications devices. As a business user, you decide who will reach you and on what device. A single integrated voicemail service provides one single point of contact to access voicemail, and eliminates the cost of multiple voice mail boxes (office, cell, etc.). Long distance, cellular, and roaming costs while traveling on business can be significantly reduced, and in many cases eliminated.