

Sack the Quarterback not the Phones

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By Matt Brunk

It's the first time we've worked for a sports figure and not being a football fan I've become a bit more knowledgeable about football thanks to my customer.



The lesson is simple, maybe too simple for some to grasp.

Our customer runs a mortgage company and several other companies including former Washington Redskins player **Dexter Manley's enterprises**. We've worked with the mortgage company for the past two years and last fall we were invited to work on projects involving the other companies. Immediately we saw a common thread between the businesses and that was to provide sticky communications between the staff and their clients. Communications is essential in all their ventures especially with Manley's clients that do demand attention. Manley said "we can't afford to get sacked by clients Matt!"

Message heard and understood. The TDM system remains and since we've peppered the customer with collaboration and web tools it has grown to a "hybrid" solution. It will continue to be woven probably into something with more IP but it won't be immediate and will be a gradual progression of changes. Looking back on every IP-PBX we did install, many were peppered with solutions of low tech that the IP-PBX couldn't provide. So in moving forward I still think it's a safe bet that any solution is going to end up with some degree of hybrid-ness to it. Then maybe I have hybrid on the brain- my wife drives a "hybrid car," I use a "hybrid IP-PBX," and my daughter's technology needs are "hybrid," so go figure.

A friend recently wrote me about her hosted IP telephony solution. A lot of bandwidth was thrown at the solutions design and still, they are being tormented by IP issues of a different sort. Their previous telephone system was an IP-PBX and I included their "then" issues "**I'm Ready, Ready, Ready! Will this End?!**" in a previous BCR article. Their recent leap hasn't paid off. The temptation to replace one telephone system with another or newer technology doesn't promise rewards. Not to say that hosted, IP, hybrid or any other solution is good, better or best because **IT ALL DEPENDS**.

Instead of sacking the phones, sack the quarterback or better yet the guy making the pitch and promises and then fails to deliver. At least you'll get some sense of satisfaction and if you get a co-worker to join you in the sacking- it only counts as a .5 sack.

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