

Open Letter to Santa

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By Matt Brunk

Dear Santa,

Once again, you made it through the rush last year and because of your keen management abilities, please take note of this years requests that I'm making early.



Santa, there are still many non-believers out there and when I tell them I have your private "POTS" numbers, I still get those "yeah-right" looks.

What I don't understand is how you have time to answer the **published numbers**. You never mentioned anything about using an Avaya call center or how you're going to pull off answering calls in different languages. If the budget doesn't get you, **echo** will, so please venture carefully Santa. What I really need you to do is share how your Booz-Allen-Hamilton team set you up to share information that meets the annual challenges of Christmas each year. After all, it's not just one day that you perform- but all those other days leading up to the big night. Of course I heard from my buddies over at DOD about the **tracking site** and now I'm starting to wonder why you have so many cool tools, then I remind myself that you still have POTS.

Santa, do you remember that **Heath kit radio** that my brother gave me when I was 9? Please don't tell me you're handing out **OCS kits** to kids! Most don't even know what 'rotary' is and think it's a club. I know you've been loading up with Apples and I don't mean fruit, so at least when people get them they work out of the box and folks **don't throw them in the dumpster**. Remember that when you consider those requests involving telephony.

Anyway, Santa here's the list for 2008. I just want to add that last year, I didn't give out your workshop POTS number to anyone. I did in the past as you know and you were a bit testy with callers because you were so busy.

EMPOWERMENT – give this to everyone.

EVEREADY BUNNIES - we need faster adoption rates of alternative energy else those little bunnies are going to start running down.

ENRICHMENT – U.S. companies are unglued at the prospect of having to hire staff on the same continent, find ways to be profitable, and are often too eager to jump on anything "technology" promises to reward them with. Those with the greatest abilities are still undiscovered in the very local ranks of these companies. Let leadership discover how to manage, thrive with their greatest local assets and renew their zest for doing great things by delivering "why didn't we think of that" innovations.

Thanks Santa for the **iPhone**. I was only kidding about using Skype on it. I love the ability to see my calendar from it and my Apple desktop along with the capability to send, receive email, fax and voice mail to and from my iPhone, Apple and I can even SMS. Imagine that: no server, no Microsoft, and no loss of sleep over the inability to electronically communicate because either of them is down again. The **Hybrid IP-PBX** is still the hot box and as much jabber there is about "PURE" (**Potentially Un Reliable Equipment**) IP systems, maybe next year's models will improve. Oh, one more thing Santa: please- "**NO Jitter, NO BUGS!**"

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