

## (i)View Makes Impression At Mitel Conference

As Jake Vande Hey, Sales and Marketing Manager at Enterprise Systems Group, walked about the tradeshow floor at this year's Mitel Business Partner conference he began to peak people's curiosity with what was inside the blue "(i)View" bags. ESG attended the conference in Fort Lauderdale FL. and brought with them 10 (i)View Micro Appliances to share with fellow Mitel Dealers.

The people most interested in getting a trial of the (i)View were the sales people. They are in the trenches and see how offering (i)View's solutions can give them an edge on their competition, according to Vande Hey.

The IT staff from other vendors also showed interested in how they would be able to utilize (i)View to remotely login to troubleshoot their customer's networks.

ESG was able to showcase how (i)View is now an integral part of their sales process when they took part in a round-table discussion. They were able to convey how (i)View differentiates their level of service from their competitors. No one else in their territory offers the complete management solution ESG does through (i)View.

Lane Manning, former Mitel Bus Tour Facilitator, joined on with the ESG team and helped promote (i)View and testify its profit potential to the other dealers at the conference. Manning was able to show the interested vendors how (i)View can provide a recurring revenue stream for their business.



**Lane Manning, Major Account Executive at ESG**

"The people I talked to hadn't yet established a way to monitor or manage their customer's networks," Manning said. "They loved the value it would add to their maintenance contracts and also the other revenue sources like the (i)View Netcheck assessments."

The conference was a week-long event that brought together the Mitel dealers from across the country to discuss the varying business strategies and different approaches to selling Mitel VoIP systems.

If you weren't one of the lucky few who were able to meet up with the ESG representatives and get a free trial of the (i)View Micro Appliance don't fret. Crytycal Services Management is offering a giveaway to one vendor to put the device on their network and test out all the great features.

[To enter simply go to www.crytycal.com and fill out the entry form.](http://www.crytycal.com)

CSM is a leader in critical event monitoring, device management, and pro-active network support.

### 24x7 - We're here

CSM allows service providers to afford themselves all of the benefits of having a 24x7 operations center without the investment worry.

### Quality Solutions

Our professionals can assist you in developing custom programs to provide monitoring, access and configuration services to your base.

### Visible Value

Through our extensive selection of reports and dashboards, you can show value to your customers, while maintaining operational efficiencies.