



[www.icstelecom.com](http://www.icstelecom.com)



### *Mitel IP Growth Continues*

Industry sources report great news regarding Mitel's market share. Synergy Research Group's 1st Quarter Report shows that customers are buying Mitel products with continued double digit growth and results estimating 13% overall increase in shipments.

In Enterprise IP Telephony Sales in the US, Mitel is growing at the rate of 10%, while others like Avaya, Cisco, and Nortel all saw declines in shipments according to InfoTech's InfoTrack for Enterprise Communications.

InfoTech's Report on Converged Communications also gave Mitel the lead at the end of March over Avaya in the SMB segment of the market (small and medium business). This sector is projected to grow at a faster rate than large business and is expected to comprise 43% of the overall market by 2010.

*Yes there is such a thing as a **FREE Lunch!** Come visit with us during July and August and see the latest technology from Mitel, Inter-Tel, Executone and Vodavi and get a Free Lunch Certificate to a local restaurant. Limit One Certificate per customer—bring your appetite for solutions and dessert!*

### *ICS Ads "On the Move"*

ICS Telecom has reached an agreement with Normal Communications of Rochester to have its ads featured on several dozen transit buses beginning in August. The ICS Ad will show a transition of technology from older style analog telephone to the newest products from Mitel, their IP based desktops.

We felt this was a good way to communicate the fact that we have been around for 30 years "Making Connections" in offering continuous service to WNY organizations.

The ads will also appear on the face of transit shelters in and around Buffalo and Rochester. Normal is a 10 year old multi-faceted marketing organization offering options for all types of media advertising.



### *Video Anyone? YouTube Corners Market*

Claiming that more than 100 Million videos are seen each day on its website, YouTube has become one of the new age sites for web-surfers. Of all videos, YouTube purports to have 60% of the web video viewership on its site with more than 65,000 videos uploaded every day. The company has almost 20 million unique visitors per month, and for now these videos are free while they look for ways to get revenue via advertising and other means. The videos are usually very short—roughly 2 minute clips featuring spoofs, and other comedy. Visit them at [www.youtube.com](http://www.youtube.com)

To remove your name from our mailing list, please e-mail [dervolino@icstelecom.com](mailto:dervolino@icstelecom.com)  
*We welcome your ideas, your comments, and your stories.*

*Thank you for your Partnership*

## Collaboration Applications Growing in Popularity



### New Research Reveals Collaboration Is a Key Driver of Business

Collaboration is a key driver of overall performance of companies around the world. Its impact is twice as significant as a company's aggressiveness in pursuing new market opportunities – so say the results of a study by Frost & Sullivan and sponsored by Verizon Business and Microsoft Corp. The study defines collaboration as an interaction between culture and technology such as audio and Web conferencing, e-mail and instant messaging, and it created a method to specifically measure how collaboration affects business performance.

- Reach your customers faster by delivering cost-effective online presentations, Webinars, or training sessions that require little coordination
- Instantly and effectively communicate with co-workers, customers and clients
- Automatically send e-mail invitations to participants, and links to Web-based presentations

Many like to work with teams (10:1), preferably from home (3:1) and not necessarily face-to-face.

A majority (5:1) feel that conferencing provides a good alternative to travel.

Many like to be reached wherever they are (2:1), but not necessarily all the time (9:1), which may be one of the reasons why e-mail is preferred to using the phone (3:1).

Three technologies were more commonly present in high-performing companies than in low-performing ones: Web conferencing, audio conferencing and meeting-scheduler technologies. Web conferencing was cited by respondents as the most commonly present tool.

"This study reveals a powerful new metric business leaders can use to more successfully manage their companies and achieve competitive advantage," said Brian Cotton, a vice president at Frost & Sullivan.

"Measuring the quality and capability of collaboration in a given organization presents an opportunity for management to prioritize technology investments, encourage adoption of new tools and open up communications lines for improved collaboration." Get all the details on exciting collaboration products from Inter-Tel. Contact your ICS Account Exec today

### *TeleWorking Stuck in Neutral*

The Telework Coalition, a telework advocacy group headquartered in Washington, DC, is voicing concerns over revised telecommuting legislation in New York.

Under New York tax law, nonresidents who telecommute some or most of the time for their New York employers may be forced to pay New York taxes, not only on the income they earn when they work in New York, but also on the income they earn when they work at home, in a different state. Since telecommuters' home states may also tax the income earned at home, these employees may be double taxed on that income.

A telecommuter might be able to avoid the double tax threat if he can prove that his telework arrangement is an employer "necessity." However, under New York's old telework tax policy, proving necessity was virtually impossible: A telecommuter would have to show that the nature of his work was such that it could not possibly be performed at the employer's New York site.

In an effort to alleviate the double tax problem, U.S. Senator Chris Dodd (D-CT) and U.S. House Representative Christopher Shays (R-CT) introduced The Telecommuter Tax Fairness Act. This legislation would prohibit states from taxing nonresidents on the income they earn while working at home.

In May, New York announced that it had revised its telework tax policy. However, while the wording of the revised policy is new, the policy itself is essentially the same: Nonresidents who want to avoid the double tax risk will still effectively have to prove that telework is an employer necessity, and, for most telecommuters, proving necessity will be just as difficult as it was under the old policy.

Surveys conducted related to teleworking tend to conclude that a very small percentage of adults actually telecommute – estimates have the figures at 9-10% on average.