

# Telecommunications & Technology

## GSS Global Services Solutions joins ShoreTel as a partner

BY CB STAFF

GSS Global Service Solutions has begun to sell and deliver ShoreTel Unified Communication solutions as a new Certified Champion Partner. ShoreTel Inc. is a leading provider of pure IP (Internet protocol) unified communications (UC) solutions and has designed the champion partner program to strengthen the relationship between ShoreTel and its partners, advancing and growing both companies' market share in the unified communications industry, while ensuring every customer continues to be delighted with their ShoreTel experience.

"We're pleased to welcome value-added partners into the Certified Champion Partner Program—especially those that have a commitment to sales and technical training, infrastructure development and focus on customer service in delivering our innovative products and leading business solutions," said Tom Hamilton, senior director of worldwide channel marketing at ShoreTel. "In this case, we are encouraged



by GSS Global Service Solutions' commitment to value-added solution sales and delivery of ShoreTel UC systems."

GSS Global Services Solutions is the premier value-added reseller and stocking distributor for the Caribbean region of some of the most recognized and prestigious companies in the telecommunications industry. It currently provides products and services to most of the service providers (ILECs, CLECs), wireless service providers, utility and government networks, MSOs, private enterprises and local contractors in the region.

"We're delighted to have added the ShoreTel product range to our offering. As one of the best-known telecommunications distributors in the Caribbean, we intend to use our significant leverage and stature to grow ShoreTel's market share in this region," said Hiram González,



business development manager at GSS Global Services Solutions.

"When we made a decision to enter the UC market we wanted to be able to offer the best solution available, which is why we chose ShoreTel," explained Joel Meléndez, data & ap-



plications manager for GSS Global Services Solutions.

The company has established the perfect source for every single telecom need. This is thanks to its

experienced and devoted sales, application, installation and technical support team and personnel, which has contributed in the development and expansion of many company's networks by providing quality products and services, at aggressive pricing, with the best delivery and turn-out time possible.

Since ShoreTel's first product shipment in 1998, customer satisfaction has been at the core of ShoreTel's top business priorities, and is a requirement for the primary business values for all ShoreTel partners. Customers who purchase ShoreTel solutions rank their product above other manufacturers for technology, ease of use, management, customer service, solution experience, product features and performance.

GSS Global Service Solutions is committed to satisfying future customers, helping contribute to ShoreTel's ranking as best overall VoIP (voice over Internet protocol) telephony vendor among end-users for the past five years in a row, according to industry analyst firm Nemertes Research. ■

## Telecommunications 101: Four distinct divisions

BY CB STAFF

Throughout the U.S., Puerto Rico and other developed regions, the telecommunications industry provides the technology and products that serve as the primary means of communication for businesses, households and individuals alike.

While most people have a general idea of what the telecommunications industry is all about, it officially comprises telephone, television, Internet, and other services such as broadband, mobile Internet, satellite TV, radar and other communications entities. Although most of us tend to lump these entities together (or maybe not include some at all), the U.S. Bureau of Labor Statistics states that the industry is technically divided into four main sectors: wired, wireless, satellite and other telecommunications

modes and services.

Currently in the U.S., the largest division continues to be made up of wired telecommunications carriers, with these companies mainly providing telecommunications services such as wired (landline) telephone, digital subscriber line (DSL) Internet, and cable TV and Internet services by routing TV, voice, Internet, data and other content over a network of wires and cables while controlling access to this content. They may own and maintain networks, share networks with other organizations, or lease network capacity from other companies. Wired telecommunications also includes direct-to-home satellite television distributors and a variety of other related businesses.

As this sector continues to evolve, wired telecommunications carriers are expanding their data transmission

capabilities, or "bandwidth," by replacing copper wires with fiber optic cables that transmit light signals along glass strands. This technology permits faster, higher capacity transmissions than traditional copper wire and has enabled carriers to offer faster high-speed Internet, video on-demand and conventional telephone communications all over a single line.

Wireless telecommunications is another division of the telecommunications industry, whereby carriers provide telephone, Internet, data and other services to customers through the transmission of signals over networks of radio towers. The signals are transmitted through an antenna directly to customers that use devices such as cellphones and mobile computers to receive, interpret and send information. Given that this

has become one of the most highly competitive sectors, telecommunications carriers continue to deploy new technologies to allow for faster data transmission and better Internet access to transmit music, videos, applications and other content that can be downloaded and played on cellphones and other mobile devices.

In the area of satellite communications, this division is made up primarily of government and private organizations that transmit a variety of data through satellites, including photos of the earth, messages to and from public safety officials and a variety of other information.

The fourth sector under this umbrella includes telecommunications resellers and operators of other communications technology ranging from radar stations to radio networks used by taxicab companies. ■