



BUSINESS
SUPPORT
SERVICES

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March 27, 2007

To:

Whomever it may concern

Dear buyer of telephone equipment and service:

This letter will serve as my recommendation of PhonesUSA, in Los Angeles, CA for their innovative application and deep insights into the telephone market. They take the time to delve deeply into the problems each client presents, to be sure that the equipment they specify and the installation actually fits the needs of their client. I have, at different times over the last 10 years specified 3 phone systems from PhonesUSA, one for a general contractor, one for an electrical parts wholesaler, and one for an assisted living facility. Each of these was individually customized, and thought through from the client's perspective. I was acting as the controller and purchasing agent in each of these situations.

"Other phone companies" offer "cookie cutter", or "all clients are the same" philosophy, and in general leave the setup and understanding to you, the client. PhonesUSA takes an interest right up front to explain in non-technical language what a feature can do, and HOW someone might make use of it. In the assisted living facility, for example, one might think, "Oh, very simple... just put in 5 phones for staff, and 7 phones for residents, and away you go. Sale made... and sub-average results.

PhonesUSA was quick to point out that there is a world of difference between "business phone systems", and residential phones. What? It didn't make much sense. They explained, "Look, when you are in a business, and the phone rings, you are usually sitting at a desk. If someone ELSE comes in on the line, you will want to have the caller sent immediately to voice mail. But in a residence, you might want "call waiting" to interrupt you. In a business, you will "get right back" to the voice mail, but in a residence, you are often away from the phone, and would need to "call back later". This is one example of the subtle nuances of how telephones are actually USED by different populations of users, and accordingly, they were adept at combining the "business" needs of the staff telephones, with the "residential" needs of our residents. They were immediately aware that the application called for an unusual blend of both, a fact that I was totally unaware of.

Phones USA also did not miss the fact that we have a population of residents that cannot hear very well, and have specific needs that need to be addressed, as to number of rings, alerts, etc. Fully automated announcements were tastefully done, and ability to access the caretaker in the event of emergency. Also tie trunks to VOIP lines, permit our elderly residents to call virtually anywhere in the world, while sheltering the non-internet-savvy from the worries of VOIP. In short all the ~~benefits and none of the downside~~. Remote linkages for fundraisers located in different locations, but able to receive calls as if they were at the main facility. Remote maintenance for changing stations. Remote phones to tie in with corded handsets, to permit nurses aides to care for one

resident, while being immediately available for another emergency. Remote voice mailboxes for 20 volunteers with flashing notification when they come on-site. Simple? Yes, in operation. How did they do it? With complexity of design. In short, the more complex the design of the phone system and the more "thought out" it is done in advance, the simpler the perception on the part of the users of the benefits.

PhonesUSA has a keen understanding of how the many, many features of modern telephone switches, both at the frame level, and the PBX level that are being added every day should actually be USED, and they provide that understanding UP FRONT, so that the realization of benefit jumps off the sales product literature, and falls into actual practice. Many times I see phone systems with a wealth of benefits that are unused, because:

- 1) People don't know they are there
- 2) Even if they ARE there they don't know what to do with them
- 3) Management never had an opportunity to imagine, "What would it be like if we could ..." and then PLAN on implementing and training on those features to insure the benefits would be realized.

They are aware also of very emerging technologies, its level of maturation, and ability to integrate, including linking to computer for popping data records from incoming calls, to handling specifying T1 or larger trunkage, or setting up remote offices linked to a main PBX, or linking discrete PBX's together. If you are considering a phone system, I will give a most enthusiastic referral to Phones, USA, and invite you to contact me directly if I can be of any other support. They have been a lifesaver to me, and the first call I make whenever I have a question about ANYTHING related to telephony.

Sincerely



Richard Barnaby
President