

## PRESS RELEASE

Tellumat Telecoms

April 22, 2008

Page 1 of 2

## Tips for SMEs in a connected world

### Tellumat Telecoms helps you get the most out of your investment

Small and medium-sized enterprises have to be more demanding of their technology providers, because they have it tougher than most.

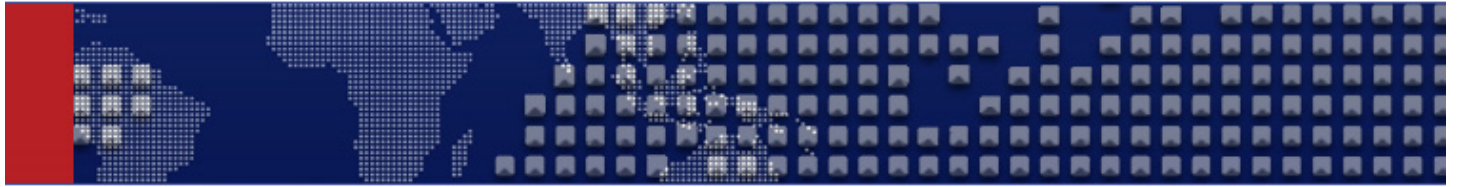
They want to contain costs, but they also want leading-edge technology that allows them to play in the big leagues, portraying a professional image to their customers. And they want the technology they settle on to work without any fuss, since they often don't have the dedicated IT staff to walk them through a torturous adoption cycle.

Tough crowd! But with a few judicious choices and the right technology partner, an SME can punch far above its own weight.

Tellumat Telecoms is a noted telecoms provider to Telkom, Neotel, Orion Telecom and leading enterprises nationwide, with advanced business telecoms solutions, call centre and collaboration technologies that compete with the best out there, at a fraction of the cost. Bennie Langenhoven, Tellumat Telecoms Managing Executive, gives a few pointers to SMEs:

- Wireless networking and telephony are must-haves for an SME. Connecting everyone in the office to a wireless router gives everyone in it access to the Internet – whether it is VOIP or browsing, without needing separate accounts and are easy, quick and cost effective to deploy.
- ADSL-backhauled Voice over IP is another, generating considerable savings. The *Tellumat Sigma* is a hugely enabling all-in-one small office-home office communications solution, which provides not only VOIP and DECT cordless telephony, but a whole lot else besides. Steven Ambrose of Gadget.co.za has said the Sigma "will make your small company feel big, and increase your efficiencies".
- Least-cost routing is the all-encompassing term for technologies like VOIP that save costs by routing calls down the appropriate voice channel. The Sigma has built-in VOIP and PSTN trunks (can be used with GSM routers) for easy, automatic configuration of calls.
- Instant messaging – an SME should not bother with enterprise IM tools and can happily remain in instantaneous communication using Google Talk, MSN and such. The Sigma features an IM gateway.
- SMEs require professional telephony features like auto-attendance, voice mail and call transfer. Don't settle for less than an all-in-one tool like the Sigma, whose encompassing PBX functionality makes it indistinguishable from any switchboard at a large company.
- Home working or remote extensions – the Sigma provides support for the ability to log in remotely with a softphone, giving SMEs much-needed flexibility to perform multiple tasks, often involving travelling.
- Security – the Sigma allows SMEs to bolster access control with security cameras outside their premises and code-controlled or speaker-phone activated access.

Ends.



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Page 2 of 2

### **About Tellumat**

Tellumat is an innovative, black empowered, South African technology company that has achieved a BBBEE Status Level 4 rating, defined as "Superior Contributor to BEE" in terms of the DTI's Codes of Good Practice. It consists of three major trading divisions; Communications, Defence and Contract Manufacturing, and three partly owned companies; Sia Solutions (Pty) Ltd, Eence Engineering (Pty) Ltd and SIMpill (Pty) Ltd. Tellumat services three primary market areas, namely wireless voice and data communications, defence communication systems and high precision electronic and mechanical manufacturing. Tellumat is a world-class business focused on innovation, offering our customers dynamic and competitive technology products and services. We focus on understanding our customers' needs and forming long-term strategic alliances with likeminded enterprises worldwide.

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