

## Mark Wadnizak Presents on the Future of Business Communications at MSPWorld Las Vegas

VENTURA, CA — December 16, 2009 — Voice Smart Networks, an industry leader in unified communications, announced today that the company's president, Mark Wadnizak, presented to the MSPAlliance. The presentation took place on November 13<sup>th</sup> at MSPWorld Las Vegas and described the impact that Converged IP Telephony and Managed Services has on the future of business communications. Mr. Wadnizak detailed the changes that will have a profound effect on any business that utilizes communications technologies.

After dividing the market into three distinct segments, Mr. Wadnizak pointed out the advantages and disadvantages of Converged IP Telephony with respect to each segment. Particularly, he noted the wide variety of carrier offerings and the assortment of features available to customers for small/medium sized businesses. This led the discussion to Managed Services for hosted clients where he was able to provide the audience with a framework to understand which features are essential for successful implementation. Mr. Wadnizak then went on to describe how to adapt managed services for premise based solutions.

Mr. Wadnizak concluded his educational speech with his predictions for the future. He asserted that one of the fundamental services VARs will need to provide on the path to becoming a *true MSP* is to include a disaster recovery package. In Mr. Wadnizak's words, "the real reason that MSP's are in escalating demand is due to the fact

that we provide a *complete* solution. We're not selling individual parts and leaving it up to the client to put them together; we're taking ownership of the problem and are providing an A-to-Z solution. Failing to provide disaster recovery solutions would tarnish the very integrity which makes doing business with an MSP so successful."

"I feel honored to have been invited to share my thoughts with such a forward-thinking organization," comments Wadnizak. "Each member is on the forefront of innovation and I cannot help but be optimistic towards our industry's future. Technology changes so quickly and it is a thrill knowing that these minds can see the opportunities that the future holds. I sincerely hope that I have brought value to those who have taken the time to listen to my insights."

### **ABOUT VOICE SMART NETWORKS**

Founded in 1982, Voice Smart Networks is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allows Voice Smart Networks to team up with industry leading manufactures such as FreedomIQ, Zultys and ShoreTel to develop an understanding of each customer's unique telecommunications requirements, and in turn, custom design solutions that increase their customer's profitability and make their customer's more competitive within their own industry. For more information and to discuss "real case

scenarios" please call 800-500-2696 or visit us at [www.voicesmartnetworks.com](http://www.voicesmartnetworks.com).

### **ABOUT MSP ALLIANCE**

The MSPAlliance is the world's largest Professional Association and Accrediting Body for the Managed Services Industry. As such, we make sure that every one of our members adheres to a strict code of ethics; which means a great deal to the IT Business Consumer. The MSPAlliance is made up of over 8,000 providers' world-wide, working together in a vendor-neutral manner to define and promote the Managed Services industry by educating consumers on the benefits of using Managed Service Providers. For nearly 10 years, the MSPAlliance has been the only unified voice for the Managed Services Industry, and the only organization that promotes the highest level of professionalism, reliability and integrity. The mission of the MSPAlliance is to promote the Managed Services Industry, as a true and viable profession to the IT Business Consumer. By building a community of trusted providers the world over, we have become the world's largest professional association and accrediting body for the Managed Services Industry. Each and every one of our members adheres to a strict code of ethics, giving the IT Business Consumer the confidence to know that they are working with the only accredited and trusted name in Managed Services today.