

My BUSINESS

YOUR GUIDE TO DOING BUSINESS ON THE COAST

Go on, dare to be different

dbsn group introduces the wireless office

THE future is here, but Sunshine Coasters seen afraid to break free from the shackles of the past.

Accounting and business advice firm dbsn group opened a branch in Caloundra last week, but you won't find any messy cabling at the new Bulcock Street office.

It is believed to be one of the first businesses on the Coast to use an entirely wireless telecommunications network.

"Technically we are very proactive and we want to be at the cutting edge," dbsn's IT manager Fritz Radda said.

"I wanted to check out this wireless IP (internet protocol) system, but I was told no one had dared to try it.

"I did some research on it and found it was definitely the way to go.

"There is no structure cabling at all, everything is voice over IP (VoIP) and wireless and the cost was extremely cheap.

"We pay 10 cents per phone call anywhere in Australia for any length of time, 2.5 cents per minute for a call to America at any time and 12 cents per minute to South Africa for any length of time.

"The capital investment was similar to a traditional system, but the long-term payback will definitely pay dividends."

He said the new technology enabled him to take his laptop and wireless hand set out into the street (up to 100 metres away from a wireless access point positioned inside the office) and handle phone calls and emails while sipping coffee in a cafe.



LOOK, NO WIRES! Therese Sheen (front), Scott Shellshar and Fritz Radda of dbsn group with the new wireless phone system installed by Cathy Haley and David Baker of ECO Comms (centre rear).

PHOTO: KARI BOURNE/104207

COVERAGE areas can be extended for larger sites with more wireless repeaters as needed, requiring power only and no network cabling.

"Our office in Caloundra is a branch office of Maroochydrore and this makes it transparent," Mr Radda said. "I could be sitting in our Maroochydrore office or in Caloundra and no one would be any the wiser.

"Some of our staff also use this technology to work from home.

"Eventually we will switch over our Maroochydrore office and potentially as we open branches elsewhere.

"I was surprised no other businesses on the Coast have embraced this technology."

Mr Radda hired Coast business ECO Comms to do the installation.

"Any business that's paying money on line rentals, or is making STD or mobile calls should at least investigate and educate themselves on the benefits of IP to their business," Cathy Haley, from ECO Comms, said.

"But you need to do it with a

provider who uses the technology themselves and who understands both telephony and IT.

"There is a convergence between telephony and IT right now. Most IT people have no idea about telephony and vice versa and a lot of people are scared of new IT and IP.

"But the technology is here...unfortunately a lot of it is being done by people who do not fully understand what they're doing. And when technology is implemented badly, people blame the technology not the provider."

Ms Haley advocates a mixture of VoIP, wireless and traditional telecommunications equipment as a back-up.

She said a wireless system would be particularly beneficial for people who were often mobile in their jobs, like those in sales or real estate.

VoIP also eliminates line connection and line rental fees and users pay one flat rate for local and STD phone calls and call rates to mobiles and international areas are generally 60-80% cheaper.

ALEX SURF CLUB FOUNDED IN 1924

Alex Surf Club recently moved all their business from a Commander System over to Eco Communications at the recommendation of the DBSN Group. Club Manager, Doug Wakefield says "We are so happy to have all our telecommunications under one provider no more do we have to ring multiple offices at Telstra to come up empty handed. One call to the Eco Communications office and the problem is solved, not to mention the new system saves us money to boot. Cheers, Cathy and Paul, and the master tech David Thank-you



"Lookout Restaurant"

With a new look alfresco restaurant and a menu to die for this is the "Best Seat On The Beach" Come join us membership only \$1.00 til June 2014, this offer may not last! The Free Range Organic Chicken Parmiganas with a choice of 10 different toppings are the specialty of the house,