

TELECOMMUNICATIONS JANUARY 14 IN THE PITTSBURGH BUSINESS TIMES

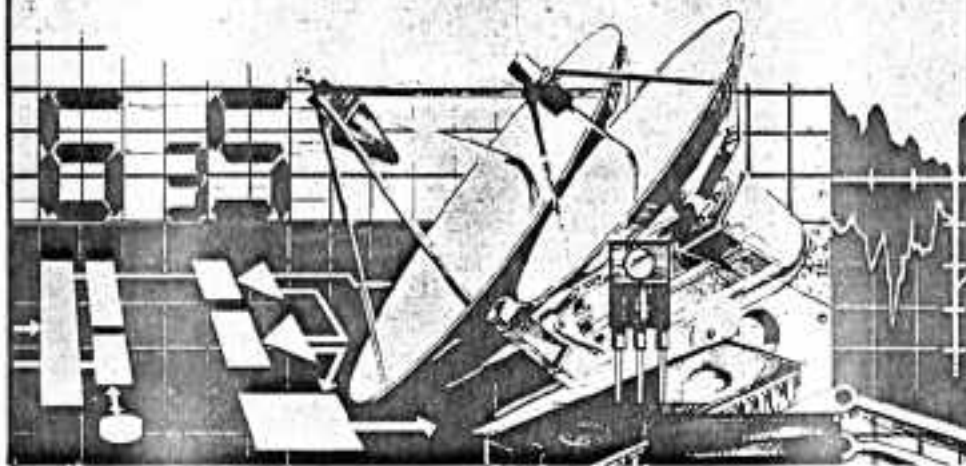
The telecommunications industry remains wired for change. With the divestiture of AT&T creating a multitude of phone service options, satellite dishes permitting greater flexibility in teleconferencing, and cable television offering new outlets for business, it's an industry on the move.

To help you keep up with what's going on in the telecommunications field, the *Pittsburgh Business Times* will publish a special industry report in our January 14, 1985 issue.

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One out of every four employees has a personal computer which cost anywhere from \$3,000 to \$5,000 apiece and a wide variety of standardized software packages ranging from \$300 to \$800 each is accessible, McDonough said.

The bottom line is to maintain a competitive edge, a high productivity rate, and to save dollars. According to McDonough the OTIS group has in only one year saved \$900,000 after expenses, and the main ingredient has been in maintaining control of the implementation and utilization of the technologies.

"We maintain control by first sitting down with the users and determining their needs, making sure the equipment is compatible, setting guidelines and procedures for the buying of hardware and software, and setting up in-house training for the employees," McDonough said.

This entire process has been an incredible time saver since there are only two people needed to get the job done, and it eliminates the need for the transcriber to be present during the time of dictation, as well as the need for the printer or mail clerk.

Another savings occurs through the elimination of duplicate services, equipment and effort. About \$300,000 has been saved through the establishment of a message center, and the elimination of duplicate telephone lines and equipment, McDonough said.

The message center takes all incoming phone calls, and operators can either ring through to the desired party or enter the message into a terminal where it is sent to printers located in that party's office, McDonough explained.

Continued on next page

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