



Making Connections is a Business Imperative in 2021

Connecting with customers, partners and team members is more important than ever, and if 2020 has revealed anything, it's that having the right technology in place to facilitate connections is truly a business imperative. That's why here and in our popular Lunch & Learn events we'll be paying special attention to solutions that enable connection, including UCaaS, Contact Center and Security.

We'd like to know what you are most interested in for future newsletters and events. [Take our 1 minute survey today!](#)



Behind the Scenes: How your Trusted Advisor Selects the Right Solution for your Business

January 21 at 12:00 PST

For our first Roundtable event this year we'll pull back the curtain to reveal the resources and processes we use to help you select the right solutions, take a look at industry trends that might affect your businesses, and share real world stories about how we've enabled customers to transform their businesses. This is a roundtable discussion, so we encourage you to ask questions, tell us your biggest challenges, and share your transformation goals for 2021.

[Register Today](#)

To kick off our Roundtable events, when you register and attend you could win lunch on us with a \$20 gift card to Round Table Pizza.

Power to the People: The Changing Role of your IT Department

If you're an executive, manager, or director in your company, you don't need to wait for your IT department to fix problems or find solutions that transform your business. Why is it so important to

have an empowered management team that is involved in selecting and (to an extent) managing solutions?

[Find out in this blog post.](#)



Ransomware

As today's headlines show, security is top of mind right now, whether it's companies being blackmailed through ransomware or hackers gaining access to our government systems. And, it's not just big companies and government agencies that are being hit - we have helped many of our own customers recover after a ransomware attack by doing a complete restore of their system from backups we maintain.

It's not hard to recover from most of these types of attacks if you have security monitoring and backup services, but it's definitely preferable to prevent attacks in the first place. We can help. Just give us a call.

SolarWinds Orion Security Hacks: What you Need to Know

The recent SolarWinds Orion supply chain breach has compromised at least 18,000 customers as well as *their* customers, and their *customer's* customers. We summarize what happened, what it means to every organization affected, and [what you need to do to ensure your security.](#)



How a Fiery Disaster Became a Business Transformation Opportunity for Statewide Roofing



When a massive fire destroyed Statewide Roofing's headquarters, Packet Fusion was there to keep their phone connections up and running, with a workaround in place in less than an hour. It was also the perfect time to set the stage for their business transformation.

[Read more in this Customer Story.](#)

Zoom Interviews Matt Pingatore



Recently, Zoom interviewed Packet Fusion's Matt Pingatore, and they discussed integrations with Genesys, customized offerings, Bring Your Own Carrier capabilities, and more.

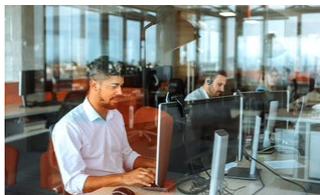
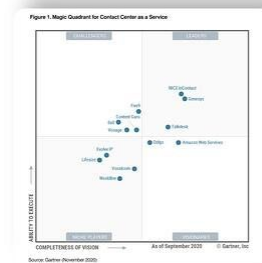
[Watch Now. \(4 minutes\)](#)



Gartner names Genesys as a leader in the CCaaS Magic Quadrant.

Analyst says that Genesys demonstrates a strong commitment to the four pillars of great customer service with a vision for more agile, on-demand service.

[Read the Report.](#)



Seven Contact Center Trends for 2021

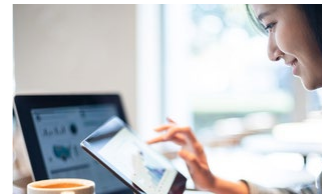
In 2020, many contact centers faced unique challenges head on to deliver services the way customers expected - through phone, chat, email, social or other channels. Here are seven of the biggest trends that will continue into 2021.

[Read the Post.](#)

Genesys Cloud Feature Releases for November, 2020

Genesys has been rolling out Genesys Cloud™ branding changes (from PureCloud™). Here's a rundown of some of the changes to the product interfaces, installers, websites, documentation and support tools.

[Read the Blog.](#)



New Tech Talk Video: Mobility Flash Deprecation

If you are using a ShoreTel Mobility Router along with a ShoreTel version 14.2 PBX, this video steps you through the steps you need to take now that Adobe Flash has reached end of support.

[Watch Now.](#)

[Read the Bulletin.](#)

Introducing Mitel MiTeams Meeting

Mitel recently introduced Mitel MiTeams Meeting which enables video, collaboration, chat and file sharing all in the cloud. This application is launched from your Connect Client.

Using Connect Cloud?

- No charge: it's already in your Connect Client.

Using MiVoice Connect (premise)?

- Annual fee
- Available to those on the most recent release of Connect
- Launch directly from your Connect Client.



Resources to Help You Make Informed Decisions

[Info Gallery](#): Our curated collection of resources, training and news on the technologies you care about: cloud, contact center, business telephony, SD-WAN, security, and collaboration is updated regularly.

[Lunch & Learns](#): Monthly webinars featuring trends and insights from the leaders in tech solutions.

[Tech Talks](#): A series of technical "How-To's" and discussions.

If you have questions on any information in this newsletter, please reach out to your Packet Fusion representative.



Packet Fusion, Inc, 4301 Hacienda Drive, Suite 400, Pleasanton, CA 94588, United States, 1-866-972-2538

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