



Insight, analysis and opinions you can trust in telecommunications, networking and contact centres

Volume 5 - Issue 64, August 3, 2010

Support for this issue provided by:



### Top Happenings in Canadian Telecommunications, Networking and Contact Centres

#### Cisco Tablet

Cisco Systems Inc. has launched a new 7 inch colour screen tablet computer called the [Cius](#) for business communications and collaboration. It offers 802.11 a/b/g/n WiFi, G3/G4 data and Bluetooth 3.0 wireless access with HD video & audio running on the Android OS.

*Dispatch: This product is a bit of a departure for Cisco as an enterprise product and is more in line with their consumer portfolio. It reflects the kind of re-tooling Cisco is capable of when faced with a much more competitive stance from yesterdays 'Partners' like HP.*

#### Rogers Chatr Launch, Competition Heats up in Wireless Wars

There is a new discount wireless brand in town from Rogers called, '[Chatr](#)'. Chatr offers just 'unlimited talk' and 'unlimited talk & text' plans in Toronto, Vancouver, Calgary, Edmonton, Ottawa and (soon) Montreal.

*Dispatch: Few points to consider....This strong level of response to new wireless competition from Rogers shows their intent to make it difficult for new wireless entrants to succeed. But hasn't that always been the nature of competition?*

*It is also interesting to note that Mobilicity has decided that this form of aggressive competition from an incumbent amounts to a breach of the Competition Act and intends to take Rogers to court.*

*Rogers isn't just picking on newcomers. Look at how they quickly they sold off the naming rights for the former Skydome in Toronto, and scooped the naming rights for the big stadium in Vancouver in TELUS territory. The stadium is now called the [Rogers Arena](#)!*

Tell us what you think! [Editor@FOXGROUP.ca](mailto:Editor@FOXGROUP.ca)

#### 2010 Telecom Laureates

Canada's [Telecommunications Hall of Fame](#) has announced the 2010 Telecom Laureates. The 6th annual Telecom Laureate Awards Gala dinner and induction ceremonies will be held at the Westin Hotel in Ottawa this year on November 10, 2010.

#### In this issue:

[Cisco Tablet](#)

[Rogers Chatr Launch](#)

[2010 Telecom Laureates](#)

[Telus Optik TV](#)

[Bell iPhone4](#)

[Blackberry Torch](#)

[Editors' Articles](#)

#### Upcoming Events:

[Banff Venture Forum 2010](#)

September 23-24  
Fairmont Banff  
Springs Hotel

Canada's premier  
company  
financing event.

*Dispatch: We encourage corporate telecom customers to attend this event to not only support the Laureates, but also the Telecom Hall of Fame. It is a great event to meet and network with the top movers and shakers in the industry.*

#### **Telus Optik TV**

Telus Corp. is rebranding its TV and high-speed Internet services and calling it [Optik](#). Optik is run on Microsoft Mediaroom and Optik High Speed, offering Internet access speeds of up to 25 megabits per second distributed throughout your home via WiFi.

*Dispatch: As the telcos start to intrude on the cable companies home turf, they are learning that the rules are different related to converting existing cable clients. In the regulated cellular world, the vendor arranges for your move from one cellular provider to another now that number portability is mandated.*

*In the cable world, customers have to arrange and coordinate the cancellation/transfer, and have been faced with all manner of road-blocks and delays. They are also barraged with attempts to win-back the customer during the transition process.*

*We strongly recommend that existing providers work on developing programs and incentives to keep their customer base. For those that choose to leave anyway, make the transfer process as easy as possible in order to minimize the possible frustration, anger and associated negative brand impact, which unfortunately lasts a very long time.*

#### **Bell iPhone4**

Bell Canada announced that the [iPhone 4](#) is coming to its network on July 30th. The antenna issue is being addressed with free Bumper cases.

*Dispatch: The iPhone 4 is being released by most of our carriers and Apple stores on the same day. It's good to have plenty of choices in Canada providing iPhone access.*

*We will be testing the new iPhone in an upcoming SMB bake off and will advise readers of our results in upcoming issues. We welcome hearing about how you as enterprise customers are using the iPhone versus other PDAs.*

#### **Blackberry Torch**

RIM has just announced the new [Blackberry Torch smartphone](#), available via AT&T in the States only for now. The Torch has a 3.2" touchscreen display, 5 MP camera with flash, Wi-Fi support, slide out QWERTY keyboard, a new messaging application that supports group messaging for up to 10 people and locations, a new social networking feed application for one view of multiple social sites and the new Blackberry 6 OS. .

*Dispatch: This new smartphone looks like it can give iPhone a run for their money. We'll be reviewing several smartphones, including the new Blackberry Torch, and reporting our analysis in upcoming Dispatch articles.*



Support provided by:



## What ... More cold calls at dinner time!!!

Written by Bill Elliott

With much hoopla, our legislators created a 'do-not-call list' (DNCL) to try to provide guidance for telemarketers. This was in response to an increasing public outcry about the number of cold calls to people's homes in the early evening.

This has been a light weight answer to a heavy weight problem. It seems that the legislation has too many holes and not enough enforcement.

### What has happened?

As reported by CBC news recently, in the United States fines for violations of the do-not-call list have amounted to \$22 million dollars. In Canada, the amount of fines paid to date is reported to be \$250. Something is seriously wrong when few charges are laid and virtually none of them are paid.

As point of reference, in the United States, according to the news report DirectTV was fined \$5.3 million for do-not-call violations. Now that is a deterrent!

### So, how does it work?

At the present time it is the telemarketer that is responsible for adhering to the rules. They are required to use the DNCL web site to register their business information and buy a subscription to the National DNCL. The DNCL is then downloaded or queried to identify customers who have chosen not to be called.

This does not necessarily apply to offshore telemarketers, since the rules are not enforceable outside of Canada. The answer is obvious if a company wants to continue traditional telemarketing, they hire an offshore company to do the dirty work.

### So what caused me to get on my soapbox?

I recently had a cold call from a well-known alarm company. This was not a "fly-by-night" pseudo-business but (presumably) a well-established, respected business that has made a conscious decision to flaunt the law.

About two weeks ago, I was called by a telemarketer who stated that he was calling on behalf of the alarm company and I was a lucky winner to receive a special deal. I interrupted the caller to state that I was on a DNCL and I should not be called. My call display showed 000-000-0000 as the calling number. I terminated the conversation and went to offending company's web site and filed a complaint about their marketing policies.

### So what happened?

Nothing! The alarm company completely ignored my complaint and has not responded to my concerns. This gave me cause to consider the whole issue. I know whose product is being marketed, but I do not know which company actually placed the call or from where.

### What do I suggest?

I think it is important to note that I have very carefully referred to these callers and

#### How to contact FOX GROUP Media Team:

Editor In Chief: Roberta J. Fox,  
[Editor@FOXGROUPMEDIA.com](mailto:Editor@FOXGROUPMEDIA.com),  
905.473.3369 x 1001

Managing Editor: Bill Elliott,  
[Bill.Elliott@FOXGROUPMEDIA.com](mailto:Bill.Elliott@FOXGROUPMEDIA.com),  
905.473.3369 X 1400

On Line Editor: Stephen Lawson,  
[Stephen.Lawson@FOXGROUPMEDIA.com](mailto:Stephen.Lawson@FOXGROUPMEDIA.com),  
905.473.3369 x 1002

Circulation & Production:  
[Peggy.Azimi@FOXGROUP.ca](mailto:Peggy.Azimi@FOXGROUP.ca),  
905.473.3369 x 1412.

telemarketers and not call centres or contact centres. As a consultant, I firmly believe that a well-designed and professionally run contact centre is a valuable business asset as part of a comprehensive customer relations policy.

Our legislators should be substantially more aggressive with respect to violators.

1. Start collecting the fines. Hold the violators feet to the fire.
2. Increase the fines. Make sure the fines are not just an added cost of doing business. Fines in the hundreds of thousands not hundreds of dollars would help.
3. Change the legislation so that the company that hires the telemarketer is charged as well. This will slow down the folks skirt the law by hiring an offshore telemarketer.

### This boils down to risk-reward analysis

If there is minimal chance of being caught and almost no chance of a fine being enforced, risk-reward analysis suggests that the law be ignored. Therefore, increase the risk and decrease the reward by hitting the violators in the bottom line.

---

## Join the Broadband Revolution!

Written by Stephen Lawson

Things have gotten little out of hand in Canada with the Government trying to foster competition, mandate low foreign ownership and encourage broadband to every citizen, all at the same time.

The new wireless companies business plans all depend on the incumbents staying the course and not becoming more competitive. So much so that they are actually taking an incumbent to court for daring to lower their prices and target the same market.

So now they want the incumbents to...

1. 'Share' any new infrastructure investments with 2Bobs-&-a-Truck Inc.
2. Guarantee they will not price their products competitively

The wireless industry is getting very predatory in Canada, and you know that all things being equal... he who has the deepest pockets wins a war of discount pricing.

Canadians like winners, but don't want anyone to lose. Probably has roots is the new school sports system that mandates a good time for all with no room for sad, all that matters is you tried little Johnny.

Anyway, here's a new idea for Canada that solves any fairness issues...

All of the Telcos should get together and [Cartel](#) the Infrastructure!  
(Before the Government re-nationalizes it?)

The idea is to have a non-profit broadband-reseller controlled and shared infrastructure. Start with the Bell/TELUS joint Wireless infrastructure ownership deal and allow for an arms-length

### How to submit items for publication:

Send news releases, press announcements and any other telecommunications, technology and contact centre updates for consideration by FOX GROUP Publishing to [editor@foxgroupmedia.com](mailto:editor@foxgroupmedia.com). We reserve the exclusive right to choose which items will be published and edit them as we see fit.

### Our Advertisers & Sponsors:

Our advertisers and sponsors are organizations who sell, service and supply or conversely depend on telecommunications technology for their livelihood.

They understand the need for up-to-date objective information and analysis.

They partially make it possible for us to produce and distribute this publication without charge to our readers. We assure you that no influence has been made over the accuracy, content or other legal jurisdiction related to the topics, analysis or coverage of any material, content or opinion distributed by FOX GROUP Publishing.

Our privacy and anti-spam policy & code of ethics and conditions of use are now posted on our web page at [www.foxgroupmedia.com](http://www.foxgroupmedia.com).

This publication is made possible by the advertising, sponsorship, support and participation from Canadian and US technology suppliers, as well as numerous leading management and technology professionals.

More information is available at [www.foxgroupmedia.com](http://www.foxgroupmedia.com).

Government mandated monopoly ownership for all broadband infrastructures.

Bell, TELUS and even Rogers should love this because they could focus on their real business... being just another reseller of broadband services and products. They keep harping about not wanting to be just a 'pipe' supplier since there's no money in it, so let it go!

The CRTC should love it because it creates a level playing field for incumbents and newcomers and they would have better success at encouraging (mandating?) broadband access in rural areas. Only one throat to choke.


Customers will love it because competition will be alive and well without the extra financial burden of duplicated (triplicating, quadruplicating etc.) infrastructure investments, which the customer ultimately pays for anyway.

All reseller members of the Cartel would have a vote towards who would be on the management board and the board would elect their chairperson.

Who knows... maybe they're already secretly plotting the Broadband Revolution.

As always, we look forward to your thoughts and feedback at [Editor@FOXGROUPmedia.com](mailto:Editor@FOXGROUPmedia.com)

Check us out at:

 = foxgroupconsult

 = <http://ca.linkedin.com/in/foxgroupconsulting>

**For end Users of telecom products and services...**

For more information about how we can help you acquire, deploy and manage your telecom, network and contact centre technologies, check out our services at [www.foxgroup.ca](http://www.foxgroup.ca)

Or....

Contact Roberta J. Fox to book a for a complementary telebrief on next generation VoIP / UC trends, issues and considerations.

[Roberta.Fox@FOXGROUP.ca](mailto:Roberta.Fox@FOXGROUP.ca)  
905.473.3369 x 1001.

---

For more information about how we can help you determine which technology you should be using in the future, check us out at [www.foxgroup.ca](http://www.foxgroup.ca)  
Web: [www.foxgroupmedia.com](http://www.foxgroupmedia.com) | Phone: 905.473.3369 | Mailing Address: Fox Hollow, 5022 Herald Road, Mount Albert, ON L0G 1M0  
Copyright ©2010 FOX GROUP & Parties noted | All Rights Reserved | Duplication or Re-distribution prohibited