



Technology and Telecommunications for Today's Club

WHAT IF YOU COULD ATTRACT NEW MEMBERS AND REDUCE YOUR CURRENT EXPENSES AT THE SAME TIME? THAT IS EXACTLY WHAT WE DO. GLOBAL SYSTEMS TELECOM HAS PARTNERED WITH BROADSMART TO DELIVER CLOUD TELEPHONY (HOSTED IP PBX PRODUCTS AND SERVICES) ON A NATIONWIDE SCALE.

If you want to attract a larger, more vivacious member population, your club needs to compete for the attention of the technology hungry masses. The tech reliant generation that feeds on instant gratification, smart-phones, and elite status have a craving for a place to spend their free time.

So, how do you get them interested? At Global Systems Telecom we explore every aspect of the club's intercampus communications as well as its external components. Boca West Country Club and the CMAA headquarters are benefiting by using Cloud Telephony, not only from a cost perspective, but also from enhanced technology complete with built-in disaster recovery.

Since our incorporation two decades ago, we have helped thousands of businesses. Often, country clubs run on outdated point-to-point technology paying a fortune for maintenance agreements tied to a very old phone system. A common "if it's not broken, don't fix it" philosophy keeps the club from evolving to meet the needs of today's ever changing member.

Business facilities are fast becoming an essential part of the club experience. Video conferencing, private phone rooms, online faxing, and wireless internet access areas build value for your members and create a new income opportunity for your club.

In today's demanding environment, everyone is working a little harder and members need a place to get away, but not lose access to essential business tools.

Handset Video - Plug a handset into an Ethernet connection and video is now readily available on a phone call. You can connect two separate board rooms via one simple connection at each location. You are no longer limited by time or distance.

Click to Call - With Microsoft Outlook® integration the user can access their Outlook® contacts from a computer at the club, click the on the desired contact and call them.

Visual Voice Mail Unified Messaging - Pushes voicemail to your email in wave file format. You see it hit your inbox with the caller's phone number, a time and date stamp, and a digital file that you can listen to, store, and share. You can capture you office voicemails anywhere that you have access to your email.

Simultaneous Ring - Allows all of the user's devices (cell phone, office desk phone, home, office phone) to ring at the same time when their direct number or extension is dialed. When one is answered the other devices will terminate.

Speech to Text Visual Voicemail - Apps for your mobile device (iPhone®, Blackberry® or Android™) integrate with your Broadsmart service in the Cloud. Our world has been waiting for the next generation of telecommunications services. Hosted IP in the Cloud is quickly satisfying the appetite.

Rest assured these opportunities don't require a degree in astrophysics or intense study of flux capacitors. Turning to non-biased experts will assure your needs are properly analyzed and implemented.

Let's face it, you need someone who can decipher all of those bills and acronyms and recommend a solution. Your IT department may shy away from these projects because they typically focus on the daily maintenance of your internal network and do not have an influx of time to invest in learning every new technology as it becomes available.

With 20 years of experience, focused entirely on telecommunications technology and its evolution, we can make the transition effortless.

Imagine always knowing what's happening on the phones at your club, being able to modify extensions remotely, adding relief during heavy call times, improving your member's experience, interconnecting extensions across your property, adding a revenue stream with a business center, and reducing your cost of service?

This is the reality. This is today's club. We welcome the opportunity to help make it happen for you. **BR**

Contact Erica Edhouse for more information at (866) 478-8353 or clubs@gstpartners.com or www.gstpartners.com



Telecommunications Club of the Future...



IMPROVE YOUR EFFICIENCY AND MEMBER EXPERIENCE

- New phones and visual voice mail.
- Apps integrate with your iPhone®, Blackberry® and Android™.

CUTTING EDGE — CLOUD TELEPHONY

- Voice, Internet and hosted IP-PBX service are now in the “cloud.”
- Gain access to video conferencing.

ADD BUSINESS SERVICE AREAS FOR MEMBERS

- Wireless Internet access, video conference equipped meeting rooms and online fax bring value and revenue.

REDUCE YOUR MONTHLY TELECOM BUDGET

- New telephone equipment with minimal capital expenditure.
- No up front installation fees.

FOCUS ON YOUR CLUB...

WE’LL DO THE HEAVY LIFTING

Allow Broadsmart & Global Systems to be the single source for all of your telecom needs. We’ll study your club at no charge and design a comprehensive, custom telephone/internet solution specifically for your club and your needs.

A complimentary assessment is included for members of CMAA.



Many companies talk, but very few deliver. Broadsmart and Global Systems make things happen! We received a new phone system, increased our internet speeds, and reduced our telecom spend by more than \$70,000 annually.

Jay DiPietro
President and General Manager
Boca West Country Club

QUALIFY TO BECOME A CLUB OF THE FUTURE

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