



Medusa: Voice & Data Technology for Executive Suites

Call Dale Hersowitz at **877-387-4824** or visit our website at www.etsonline.com/nyc to set up a FREE Demo to learn how to cut costs & generate new technology revenue.

Can This New Technology Really Save You Money?

Q&A by Dale Hersowitz

Regional Manager of Executive Technology Services, Inc.

Q: We hear “Medusa” being referenced from the mouths of owners and operator all over the country. For those who haven’t yet heard, what exactly does Medusa provide?

Medusa is a user-friendly, turn-key network appliance that replaces the majority of the equipment in your data room. The Medusa appliance provides the operator with the ability to perform complex tasks such as creating a public IP for a tenant or restricting a tenant to a particular bandwidth level through simple clicks of the mouse.

Q: As an executive suite owner, I have been thinking of creating a virtual office lounge or hot-desk area that is based on club pricing. The idea is to cater to mobile workers who wish to have a space where they can interact while picking up mail, have a cup of coffee, work for a few hours, and even relax. How can Medusa help facilitate this environment?

Medusa provides an easy way to setup and track memberships or create hot-desks for your virtual users.

Since Medusa is a complete solution including Wifi, Medusa makes its extremely easy for your tenants to take advantage of the virtual lounge whether they want to connect to the internet via a wireless connection or plug into the wall. Medusa Hot Desk 2.0 provides your tenants with features such as online sign-up and payment.

Q: My IT specialist has never heard of Medusa and for the most part, my network is stable and consistent. Why should I invest in this technology?

The “if it’s not broken, why fix it” attitude isn’t always the best philosophy. In fact, your technology may be broken, you just don’t know it for the following reasons:

- + You are over-spending with your internet carrier.
- + You or IT specialist could be spending 5 times as much time on each technology task costing you thousands.
- + You are potentially losing out on large re-occurring revenue opportunities.

Q: In this economy, I can't charge my tenants any additional cost for bandwidth, so why would I need Medusa?

If you are faced with a situation where you cannot charge any additional revenue for bandwidth, it's extremely important to set some limitations. Without the ability to restrict performance, volume usage, or the total number of tenant device on the network, the operator will be faced with the dilemma of having to add additional bandwidth every 2 or 3 years and incur an additional expense with no return on their investment. In addition, you can eliminate technology spending on client adds, moves, and changes because Medusa allows the operator to perform the most complex tasks easily through the web interface.

Q: It seems that most large operators have chosen Medusa as their technology solution. Does Medusa make sense for a smaller operator with a single location or with a footprint less than 8k square feet?

Does having a smaller footprint necessarily result in having tenants with lower technology expectations? Regardless of the center size or footprint, the tenants' technology demands will be similar and thus, the operator will incur similar challenges. Medusa comes in 4 sizes to cater to a variety of operators from the single-site micro center to the large multi-size operator.

Q: I recently saw an e-mail about Medusa Voice. What is Medusa Voice and is it affordable?

Medusa Voice is a hosted voice solution that includes everything you need to get started (phones, switches,

and Medusa Data). Medusa Voice uses state-of-the art Cisco handsets and provides your tenants with the most feature-rich platform including options such as voicemail transcription, e-fax, and conferencing. Medusa Voice does not require a large capital investment like other traditional phone systems every 5 to 10 years. Best of all, all the phone administration can be performed through a simple web interface.

Q: How can I maximize my virtual office revenue?

Medusa Voice allows remote works to use the same Cisco handsets as your traditional tenant in their homes or remote offices. This is extremely convenient and allows for easy interaction between the receptionists and the remote workers. This is an attractive and profitable offering the operator can provide to their virtual tenants. In addition, Medusa Voice allows your tenants to take their DID's (phone numbers) with them when the move. This allows the business center operator to maintain a revenue stream with the vacating tenants.