



## **Speros Installs VoIP at Levy Jewelers**

SAVANNAH, GA—October 31, 2005—When Savannah-based Levy Jewelers wanted to update its telephone network, it didn't have to look far.

The 105-year old company with three local stores sought the expertise of Susan Speros, who owns Savannah-based Speros communication company. Levy President Lowell Kronowitz said Speros had done work for the company before she started her own business. Kronowitz said Speros had done a good job and, as a Savannah-based company, Kronowitz wanted to do business with a local firm. He also wanted to make sure that after-the-sale service would be available and easily accessible.

"I think it's important to do business with local companies, and there was no question that she was capable," Kronowitz said.

Speros analyzed Levy Jewelers old telephone system and found substantial savings that the company was then able to put toward a new, more cost-efficient state-of-the-art telephone system.

The new technology, Voice Over Internet Protocol, will enable the jewelry chain to connect telephones in multiple locations over the Internet—and allow savings of more than 40 percent a month in telephone service.

Kronowitz said he wanted the VOIP system because of the cost savings but also because it is the newest technology.

"My theory on technology is when you buy a computer or whatever technology, with the rapid curve of obsolescence, go out as far as you can," Kronowitz said. "If it's reasonably priced and fits the need, buy it. What is futuristic today will become standard tomorrow."

Kronowitz said his only problem with the network is that the caller-identification systems report all of his locations, whether downtown or at either mall, as being the downtown Broughton Street location.

"But the positives far outweigh the negatives," Kronowitz said.

To enable VOIP, Speros installed a Toshiba CIX670 Business System and engineered a Wide Area Network to transport both voice and data over the Internet.

With the VOIP configuration, the 62 employees in the flagship Broughton Street location, as well as the Savannah Mall and Oglethorpe Mall sites can dial another employee's 4 digit extension and reach the person as if they were in the same building, saving time and enhancing productivity. All locations are tied into one dial tone—sharing one bill, saving payroll costs of having accounting staff for every location. Also, customers calling for a specific item can be transferred between stores instead of having to hang up and redial the other locations.

“Speros has created a cost-effective solution for Levy Jewelers’ communication needs,” Kronowitz said. “With VOIP we have a 21<sup>st</sup> century platform for data and voice to continue providing ‘Old World’ Customer Service.”

Levy Jewelers is just one of many area companies that rely on Speros for its VOIP expertise. Speros, founded in 1984, also has installed systems at Morrison Dental Associates, Cora Bett Thomas Realty and Atlantic Container Services

“Voice Over IP is a very popular choice right now because it shaves costs off local and long distance dialing and at the same time, positions companies for future data and voice growth,” said Susan Speros, President of Speros.

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*Speros has a long reputation for providing expert telecommunications advice to businesses in the Savannah, Georgia area. Founded in 1984, Speros has grown to become one of the largest, privately owned technology providers in the southeast. Speros develops and delivers the best possible voice, data, and surveillance solutions—so you can focus on running your business, not struggling with your technology.*