

# CAN YOU HEAR ME NOW?

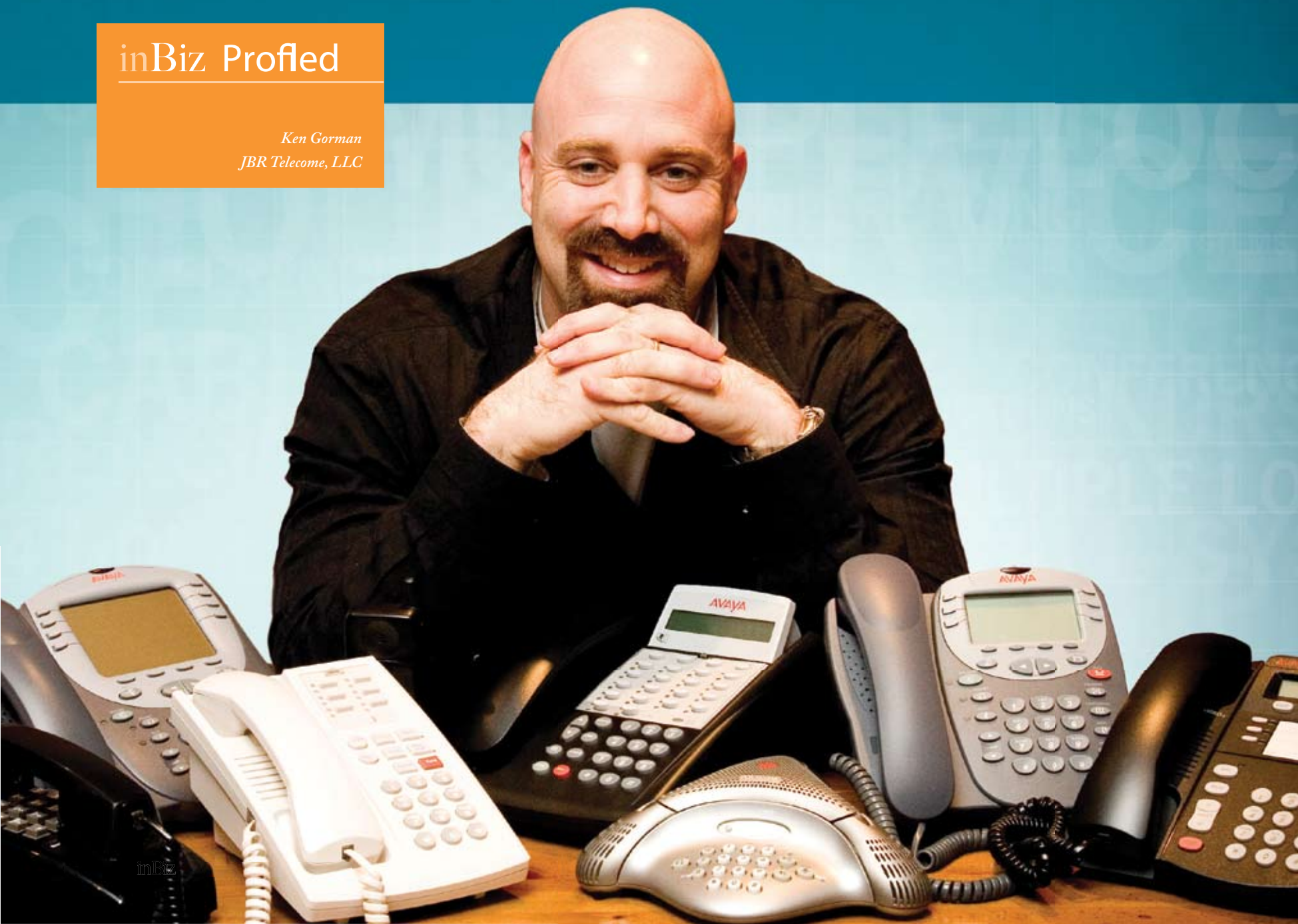
## New Technology, Flexible Communication

by Lisa Melillo, photo by Dan Epstein

Good communication—the ability to interface quickly and efficiently with clients and employees—is the heart of every business. Not too long ago, it was all about the telephone. But today, the telephone system is a hub for all kinds of interaction. Where once “installing telephone” was on the same checklist as “hook up electric,” today choosing the right phone system is a strategic decision.

### inBiz Profled

Ken Gorman  
JBR Telecom, LLC



“We enhance productivity through a variety of customized services, and provide all the support a company could possibly need.”

That’s where JBR Telecom comes in. The Livingston company specializes in the sales, installation and service of telephone systems for small and medium-size businesses, and offers structured cabling for voice and data. (It also purchases used and surplus telephone systems and computer equipment.)

Because each company’s needs are different, founder Ken Gorman and his staff work closely with each client. He states, “Our goal is to create a top quality system that can grow with their business.” New technology works in the client’s favor, he adds. For example, a product line from systems-provider, Avaya, gives clients the ability to download new features and technology, eliminating the need to replace a complete existing setup.

Such products make small and mid-size companies more efficient and more functional. “They give businesses the ability to be more hands-on with their customers,” Gorman explains. “They

tie multiple locations together—including work-at-home employees—and offer conferencing, networking, time call management, and other features once only available to large corporations.”

Just as importantly, systems can be tailored to the needs of each business. A voicemail-to-email function, which allows users to hear voice messages on their computers, is popular with law firms. Similarly, a nurse-call system can be integrated into the telephone systems of hospitals, nursing homes and assisted living facilities.

Because JBR’s clients rely so heavily on its products, the staff is available 24 hours a day, seven days a week. However, Gorman notes, “All requests are usually handled within the hour.” While many service changes can be made remotely, this businessman thinks “responsiveness” is what sticks in the minds of customers. “My client base is extensive, and has been with me for a long time,” he says. “I think that says something.” ■

### YOUR RESOURCE FOR: TELEPHONE SYSTEMS

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