



**In this issue
which brings the
freshest products
to your business...**



**The best of the
best – delivered**

Omni-Channel Communications



**Talk, it turns out,
isn't that cheap.**

The "Next" is here

Getting to Know

Lacie Moser



**DataTel's new and
undeniably
awesome Service
Coordinator**

DataTel – What's in Store

You are going grocery shopping for your family. Among the items on your list are: Milk, Chicken, Orange Juice, and Carl's Naturals Jackfruit Chili Lime (vegan) Tacos.

Now imagine doing this grocery shopping without a store. Sure, you could milk a cow, chase down a chicken, drive to Florida, and then go about finding vegetables posing as a Mexican meat entree, but that would be crazy, and since you are not crazy, you go to "your store". Your store has the selection you want plus the savings, value and service you count on. Your store also stocks - or can find - unique specialty items.



Your store is well stocked and stands behind all that they offer.

In the recent years, the number of amazing communication products and cloud-based business services has absolutely exploded. As such, it is pretty much cost-prohibitive for these tools to be brought into the market on a direct basis – even those brands that are universally known. So instead, these global providers search out established and successful independent agents ("stores") to introduce their stories and products to the larger market. And when the deep discovery is needed, **we fly-in these companies to visit with our customers.**

In the world of communication and business applications programs, this "store" model is increasingly the norm as it provides for local support and development with best of breed tools and processes. **BONUS:** You don't need to chase chickens! That's hard!

DataTel is your store. The best of stores. A store that never closes. A store that picks its merchandise very carefully. A store that provides your family (business) a large range of choices that will enhance and facilitate healthy growth, happy kids (customers), more vacation time (growing the business, not working 24/7 to keep up) and a better bottom line on the household budget.



Over the last few months, our entire sales team and managers **have traveled to a number of US cities**, attending training seminars, intense product emersions, and trade shows.

We continue to build our knowledge base and world-class portfolio of products and services, with **Mitel** as our **flagship**.

These leading global companies happily fly-in to our offices in Idaho to continue the education and visit with our very busy shoppers (customers).

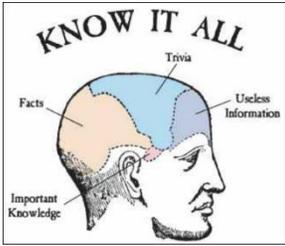
Much to learn and Retain, so coffee and tea, do your magic.



Dave and Tom awaiting the midnight flight back to BOI...stay awake, McKnight!

DataTel - For Everything on your (business) List!

Does your Know-it-All Uncle know this..?



Amazon entered the Market in 1995 (We provide many products using its internet "backbone" called AWS)



Pizza Hut was the first to offer online ordering in 1994



The first item sold on eBay was a broken laser pointer for \$14.83 (We don't sell those)



DataTel

The Premier Mitel partner in Idaho and beyond

news@datatelco.com



Getting to know you..... Lacie Moser (DataTel Service Coordinator)



- Do you have a nickname? *Not since grade school.*
- Do you have children? *I have one son, Liam.*
- Do you have any pets? *I have a cat 'Professor Kitty' and a Dog, 'Hank'.*
- What is your favorite food? *The kind you eat.*
- Do you have any hobbies? *Fishing, Crafts, Reading...*

- What is your biggest pet peeve? *Bad drivers.*
- Do you volunteer anywhere? *I volunteer to clean my house when nobody else will.*
- Which sports team do you root for? *The one with the sports ball.*
- Have you (or would you) ever skydive? *I would consider it.*
- Have you ever been told you look like a celebrity? *When I was younger, Avril Lavigne*
- Do you play a musical instrument? *Air guitar occasionally.*
- What's your favorite thing to do on weekends? *Sleep in!*
- What was the most incredible place you've ever traveled to? *Ask again in 5 years.*



(Ed note: I can see that)



- What are a few of your bucket list items? *Travel outside the United States, Own a home.*
- What moment are you most proud of with yourself? *Becoming a mother.*
- What would be the title of your autobiography? *The More I Learn, The Less I Know.*
- What's the one piece of advice you would give others about life? *Every rose has its thorns, just like every night has its dawn. Just like every cowboy sings a sad, sad song...*

She's a Maniac

Lacie is a force of nature – funny, smart, organized, pro-active, conscientious, thorough, diligent – frankly, she has every attribute my mother hoped I would develop. And while my mom has learned to live with a degree of disappointment, we at DataTel celebrate a super addition to the team - and an important one! Lacie interfaces with customers when “attention must be paid” and you can add “attentive” to that list of attributes.

We thank you so very much for your business.

