



White Paper: Mitigating coronavirus disruptions

By Dave Scott

Avid can help in four general areas:

- Allow users to forward their office lines
- Set up individuals so they can telecommute
- Provide audio and video conferencing services to replace face-to-face meetings
- Make emergency changes to your business' call routing

None of these measures are particularly difficult to implement and require little to no added expense. The exact setup to meet your needs depends greatly on the nature of your business and how you are currently set up (e.g. are most of your applications already in the cloud). We can help you choose what makes the most sense for you.

Forwarding Phones

All Avid IP phones can be forwarded to another line. While Avid's service line can do this for you, we strongly recommend that each individual understand how to do this on their own. This will require that they:

- Know their CommPortal password.
- Log into CommPortal via a web browser
- Understand the simple procedure for forwarding a line

An account administrator at the company can reset passwords for users. Avid recommends:

- Designation of an administrator
- Publicizing who the administrator is
- (Avid provided) training on resetting passwords for the administrator

The simple forwarding of a line to a cell phone is quite easy. There are other, more complicated forwarding options available as well that can ring multiple phones or go through multiple forwarding steps. For most, a simple forward will be enough.

Telecommuting Setup

Many Avid customers already have this established and use it to work from home on a regular basis. There are two components: a work phone and remote computer access to the company network.

Phones

Most Avid IP phones are already configured for remote operation. A phone can be simply unplugged at the office and plugged in at home (ethernet cable to a small switch or directly into the cable modem or similar device and phone power supply), and they will work exactly as in the office. Sometimes the cable modem at home will have a setting that interferes with voice calls. Our service department can provide help to resolve this or other problems that occur. Just call (816) 994-7050.



All Avid users of Accession softphones (either the desktop version or the mobile phone version) can use these devices at home or elsewhere right now.

Remote Computer Access

Avid provides clients with a next-generation firewall that supports highly secure and reliable VPN service (virtual private network) that is used by remote workers to access the corporate network. We also can work with your IT staff or MSP (managed services provider) to establish VPN service.

We can assist individual users with setting up the VPN client and are always available to troubleshoot any issues with the VPN connection.

Avid strongly recommends that businesses establish VPN capability even if it isn't required in the normal course of business. In an emergency, VPN access can be critical. It's easy and inexpensive to take this setup, but keep in mind that setting it up for your company can't be done overnight!

If VPN service has already been set up for your company, it is quick and easy to add additional users. Just call us at (816) 994-7050.

Audio and Video Conferencing

Avid provides both flavors of teleconferencing, and both can be helpful in keeping your business moving even during a lockdown scenario caused by the coronavirus.

Avid's Accession Meeting service is particularly valuable, as it combines video, screen sharing, phone calls and chat to create a highly functional meeting for anything from staff meetings to training to sales calls. Accession Meeting capability can be added to any line and is very easy to set up and use.

One-to-one Meetings

Accession Meeting can be used "on the fly" to upgrade a phone call to a video conference. When it involves just a few people, all that is generally needed is a computer and use of the computer's camera. If there are any audio quality issues, a phone can be used in place of the computer's audio. Avid customer service can enable Accession Meeting and provide simple setup instructions at any time.

Larger Meetings

Now might be a good time to invest in the equipment and room setup necessary to improve both acoustics and video quality. There are several good options for \$2,000 on up.

Acoustics is the biggest challenge. Rooms with "bright" acoustics (hard surfaces that cause lots of echo) need acoustical panels and floor treatment to provide an acceptable sound quality.

It's likely that even when the current threat passes, more and more business will be conducted remotely, and presenting a quality conferencing experience to the outside world will be money well spent.

Avid can provide recommendations for equipment and firms that can help with acoustics.

Emergency Call Routing

Avid manages the call routing requirements for its clients, and they range from very simple setups to complicated contact centers in multiple locations with many incoming numbers and a very complex call flow. Even some of our smaller business customers have fairly complex setups.



We use a combination of hunt groups, automated attendants, forwarding configurations, group voicemail boxes and contact center platforms to meet client needs.

Changing these on the fly in response to an emergency is no easy task, but because we already understand your configuration, we can make the changes quickly and confidently.

Dave Scott is a founder and owner of Avid Communications.

For more information, please call us at [816.994.7050](tel:816.994.7050).