

New Technology Solutions for the Modern Workforce with the Focus on Text Messaging and Mobile Applications Changing the Way We Communicate



Erik Levitt
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Interview conducted by:
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“The new way to work, is a complete shift in paradigm so we give our customers the ability to be the first to access that new generation of buying power.” - Erik Levitt

CEO CFO: Mr. Levitt, on your site I see “A New Way to Work.” How does 1stPoint Communication lead the way?

Mr. Levitt: We feel that the workplace is changing with a new generation entering the workforce, the way that they work, the way that they handle data and the way that the workforce organizes itself, represents a new paradigm in the modern workplace. We need to create products and services that are designed to suit that method of operation, which is no longer going to be centered on a fixed office location where everybody has a discreet place to sit and a discreet place to work. This workforce is going to be mobile, this workforce is going to be active and it is going to move around. That changes everything in the way that we deliver services to the new modern worker.

CEO CFO: What are some of the services you are provide and how do they differ from a more traditional model?

Mr. Levitt: One of the services that we provided is the ability to text enable numbers. You can have your office phone send texts via your email, or via a dedicated application because the new workforce will use texting rather than email. To address the market that is under 35, we feel that text messaging is a critical communications component alongside traditional voice services. We do deliver traditional voice services but with more of a focus on the over-the-top application and the mobile application versus the traditional phone system with a fixed hard phone on a desk. The other services including virtual desktop and traditional email also have to be delivered in a more mobile format where you can consume that service from anywhere.

CEO CFO: How do you simplify things so the customers can understand?

Mr. Levitt: We are no longer trying to offer services in the traditional manner where we provide a phone or we provide you a virtual desktop or perhaps an email account. We are providing these services in a different way, as a business tool so you do not necessarily order the phone, you do not necessarily order the desktop, you are ordering a person. You are ordering new a workplace rather than individual services ordered à la carte. In that workplace you are ordering the ability to provide messaging service to your end user, or ordering the ability to provide applications to that end user and you are ordering the ability for that end user to communicate with customers and suppliers but rather than ordering in the traditional format where I order a circuit, telephones or Internet services. We prefer to sell business as a service where we offer a product where the underlying technologies are completely ubiquitous and that simplifies the model because a customer does not need to understand all the underlying parts, they just need to understand how they want to do business and this is what they need to order to make that happen.

CEO CFO: Are you providing one solution and then people will choose the parts they need?

Mr. Levitt: Yes, exactly.

CEO CFO: How do potential clients learn about you specifically but also that this kind of service is readily available?

Mr. Levitt: I wish there was the ability for them to divine that such services exist. However in as much as we do not have a link between each other’s brain we need to find creative ways of getting through the churn of big data that is offered to