



John Shegerian
Chairman and CEO
 Electronic Recyclers
 Last Updated: 03/12/07

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Question	Response
1 <i>Company Overview</i>	<p>My name is John Shegerian; I'm the Chairman and CEO of Electronic Recyclers International.</p> <p>I'm the co-founder of Electronic Recyclers International. We are the largest electronic recycling company in the state of California and the largest brand in the United States. We recycle everything with a cord, everything that's electronic, from your laptop to your cell phone to your television set—if it needs to be recycled, we can handle it.</p> <p>We right now have two locations and approximately 275 employees. We expect to grow to 15 locations over the next three years.</p> <p>We need to take our number one brand status and scale it nationally. Right now, we're located in California and in Massachusetts. We're gonna do \$60 million in revenue in 2008 and double that again in 2009. We've grown by 100% every year since 2005.</p> <p>Our most important customers are everybody from Waste Management to Best Buy to the City of Los Angeles. They're all important to us; we have to do a great job with all of them, and communicating comes first. If we don't communicate and show transparency, our customers won't believe in us. So communications is critical to our success.</p>
2 <i>New Phone System Needs</i>	<p>We needed to grow our company in terms of people and in terms of locations. So we realized we had maxed out the service that we currently had had, which was one of the largest, if not the largest, service provider in the United States.</p> <p>That being the case, we started interviewing and meeting with different service providers all provided through BCT Consulting, who's our local consultant. They set up all of the bidding processes and things of that such and CommPartners Connect were absolutely the best choice for us. Their voice over Internet protocol VoIP technology was far superior to everybody else's. So CommPartners Connect in combination with our local provider, BCT, were the logical choice after we looked at all of our options.</p> <p>Cost was a huge driver but, to be clear, our communications have to be flawless in terms of we never wanted our service to go down nor could we afford choppy service in terms of the communications being staticky or imperfect. Their flawless reputation was what sold us.</p>



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Question	Response
3 <i>Phone Service Solutions</i>	<p>BCT Consulting, our local Internet provider and also communications consultant to Electronic Recyclers, brought us many solutions, and we scaled them all and we rated them all, and by far the CommPartners Connect solution was the best. It's the best in terms of cost effectiveness, in terms of efficiency, and also in terms of speed of growth. When we choose a new location, literally with two days' notice they can bring us up to speed with regards to communications and connectivity in two days. That means a lot to us. Their flexibility and efficiency was amazingly important to this decision-making process.</p> <p>We saw a demonstration; they let us use it for a while before we even went forward with all the different ports in the building, and until we got Massachusetts up and going, and we were believers after we used it for just a day.</p>
4 <i>Selecting a Solution</i>	<p>Cost effectiveness is critical. When you're running a business that's scaling so quickly and it's still an entrepreneurial venture in a new industry, you have to watch every dollar, so the cost effectiveness as opposed to our old system is critical, and this is saving us lots of money; in fact, the return on investment is approximately eight months with our CommPartners Connect system. That was very important.</p> <p>The other issue is since we're scaling our business in multiple locations across the United States, the ability to put this into every location in a quick and efficient manner, and a cost effective manner, is very important to us. The ability to have service in Massachusetts, Texas, Florida, and anywhere we want to go in the United States is critical, and the fact of the matter is we can do it on two days' notice, we could be up and running. That's highly important.</p>



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5 <i>Importance to Your Business</i>	<p>Well, BCT Consulting has high criteria and protocol for us during the choosing process. Reliability is number one; we cannot afford to lose an hour or a day of service, so the reliability factor that CommPartners Connect gave us and their reputation for keeping the system always going was very critical to our choice process. That also being the seamless integration with California being integrated seamlessly with Massachusetts and any of our other future growth locations, that's highly important to us. We cannot have one area.....so reliability and seamless integration in any of the 50 states is critical to us. Also, cost effectiveness in every state that we go into is also very important.</p>
6 <i>Choosing a Service Provider</i>	<p>My criteria were we wanted as much flexibility and the maximum amount of features while we minimized cost. That was critical to us. The fact that we can also now budget in, since we have no long distance calling charges, with the CommPartners Connect system we can budget into our line item what this is gonna cost us—and what is measurable is manageable from a management perspective here at Electronic Recyclers. So this system is perfect because we can now budget on a line item what our long distance charges are gonna be because it's the same very month.</p> <p>Seamless integration and the availability to us in all 50 states to have the exact and redundant service is critical because as we scale, we can't have better service in California than in Texas than in Florida—they all have to be the same. It has to be seamless. Our customers need that, demand that, and the people who work for us also need to stay highly interconnected. That's the only way we move the company forward—communications, and also transparency. And that's what makes us the best and that's what makes CommPartners Connect the best.</p>



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7 <i>Pricing Plan Significance</i>	<p>The pricing plan was very important to us because we had maximum features and minimized cost. That was a great thing; it's a menu that we can choose from and we can continually expand or contract based on what we feel our needs are. So the pricing plan—very important. And that's why this system from CommPartners Connect is a winner.</p> <p>The fact that you could get all these features at one price point and you could put that one price point into a line item on your budget makes it very measurable, which management here really appreciates. It's a measurable and manageable system; it never gets out of control in terms of cost.</p> <p>The new service is really wonderful, but as we learned what it does, we wanted to add in some features, and adding features, or even adding extra phones as we gain employees, is as easy as just sending an email to BCT Consulting and not even thinking about it, knowing that it will be taken care of.</p>
8 <i>Service Activation Experience</i>	<p>Our service activation experience was truly amazing because it was easy, and that's what I want when I get a new service or bring in a new provider. I literally went home at night and came back the next morning and we were up and running. Because of all the pre-planning and training that BCT Consulting did with my staff and management crew, it was seamless. We were up and running the next day—and that's all that I could ask for as a CEO. You don't want any drama with a new service, and that's what makes this whole system and CommPartners Connect really great.</p> <p>The new service is really wonderful, but as we learned what it does, we wanted to add in some features, and adding features, or even adding extra phones as we gain employees, is as easy as just sending an email to BCT Consulting and not even thinking about it, knowing that it will be taken care of.</p>



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9 <i>LNP Process</i>	<p>Yes, the DIDs were ported to the new service and the process was seamless. Everything was transferred; we had forwarding numbers; we never missed a call, we never missed a client, and our employees had full service at all times, which was to me the most critical aspect of the transferring of technology—never being down; a seamless integration. That's what's so great about CommPartners Connect and that's what's so great about BCT Consulting. Seamless integration and people with integrity backing one of the best technologies out there.</p> <p>The fact of the matter is if there's any problems, they got resolved. You know, issues come up in any type of integration. Issues come up in any type of integration, but when the issues came up, we just emailed or called BCT Consulting and they were handled literally real time, immediately.</p>
10 <i>Service Implementation</i>	<p>I know there were a few issues in the beginning, but being that I'm on the road and I'm doing so many other things, I don't know what those specific issues were, but I was told by my entire management team that with some phone calls to BCT Consulting and some emails, that everything got dialed in very quickly and that the service and integrity of the service was amazing, and really the issues became non-issues because everybody—CommPartners Connect and BCT Consulting—jumped on any problems or issues that arrived immediately. So really, the issues never even worked their way up to me and I don't even know of any that I could speak intelligently of.</p>
11 <i>Overall Satisfaction</i>	<p>My satisfaction has been complete because first of all, the reliability of the system has been great. Second of all, it's been crystal clear communications, and I needed that. I've been on conference calls before I had this system in from my office and the conference calls sound choppy, or there was static, or it even dropped the call sometimes. We've never dropped a call since CommPartners Connect and BCT put in the VoIP here at Electronic Recyclers.</p> <p>Third, and maybe most important, is my cost savings. My return on investment was approximately eight to nine months, so the fact that I save money every day, have the most reliable system, and have crystal clear communications is what makes this such an easy no-brainer choice.</p>



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12 <i>Economic Returns</i>	<p>We have realized not only economic returns, but also productivity returns. What I think this VoIP system from CommPartners Connect, the one that BCT installed here, I think the beauty of the system is the issue of convergence, convergence being two things: A, I save a lot of money every day and every month on my typical bills that I had before the system was in; but more importantly, my sales team, which is really working on the road so much of their time on a virtual office system has now much better connectivity, and this VoIP system from CommPartners Connect allows them to converge all their technology into their on-road sales system. For instance, their faxes, their PDAs, their voicemails and everything that they do—their laptops—are all tied in now to this one system. So we call that an issue of convergence, and they save us not only a lot of money with that convergence; they give us tremendous reliability. So when our sales team's on the road, they never lose service; they never lose their ability to do what they're great at, which is selling, because their communications break down or are not reliable. That's why this is a great system—it helps not only with cost effectiveness and reliability, but it helps ultimately with productivity, and that's the only way you get to create a business that grows at 100% every year.</p>
13 <i>Recommend VoIP Services</i>	<p>I would highly recommend the VoIP system from CommPartners Connect at all times to other business leaders in the United States. It's a one-stop business solution for their communications, and that can't be beat. As a CEO or as a manager, you need to have different issues looked at and taken care of. I don't worry anymore about our communication ability here at ERI; I can focus on more pressing matters, bigger matters that are going to grow our company, not hinder our growth. Our communications is critical to our success; how we communicate our message to the media, how we communicate our message to our clients, and how they communicate with us is critical to our success—and with this ultimate transparency and this one-stop shop that CommPartners Connect gives us, we're able to not worry about it and recommend this and sleep at night, that our communications are best taken care of at all times.</p>



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14 <i>Recommend Your Hosted VoIP Service Provider</i>	Yes, I would highly recommend BCT Consulting as the VoIP technology provider. They happen to be, first of all, the number one technology company here in the Central Valley in California. Number two, they stand behind all the products that they represent. Number three, they are proactive and they do their homework well. CommPartners Connect and their VoIP system is the best system right now on the marketplace. BCT vetted all my options—they just didn't bring me one—and after they vetted them and brought me the top three choices and then we pitted them against each other, CommPartners Connect system was clearly the best, and BCT's integration of that system and management of that system is also seamless. So again, as a CEO or manager of a company, you don't want to have to worry about the many, many issues that you face every day in business, and if you could just rely on one company to handle all your communication needs, BCT Consulting is the perfect company to do so. They handle everything; it's a one-stop solution for all your communications needs. They are the best at what they do.