



# Simplifying wireless services for small business owners

David Faingold, owner and CEO of STS Inc. switched his wireless services to Rogers after learning about **Roam Like Home**™ and **Share Everything**™ for business. **Roam Like Home** keeps STS Inc. employees connected when they travel out of country, and **Share Everything** offers flexible data pool to share among team members.

## What business are you in?

STS Inc. is a small IT services business based out of Newmarket. As owner and CEO, I'm responsible for operations and providing my employees with tools that enable them to serve our clients across southern Ontario.

## What challenges led you to shift your wireless plan over to Rogers?

My main problem was maintaining a connection to the business while traveling out-of-country, which I do a lot. We looked at multiple alternatives, such as changing to U.S. carriers, but that posed a problem because it would mean changing business phone numbers and making it harder for clients to reach us. When I found out about Roam Like Home it seemed like the ideal solution.

## How does Roam Like Home help your team stay connected?

Whenever I (or my employees) travel for business or pleasure, we can keep in touch via phone, text or email without worrying about astronomical roaming charges. The service is automatically enabled when you cross the border, so it's one less things to remember to do when traveling.

## How did you subscribe to Roam Like Home?

It was very easy-- we were automatically enrolled once we signed up on the **Share Everything** for business plan.

## What advice would you share with other businesses who are thinking about switching wireless providers?

From a project management standpoint, you should pre-arrange your telephone cutover and porting times to the new provider. I recommend planning this out; I did and as a result my transition was quite smooth and there was minimal downtime.

## How did you manage your cutover?

We set up the account, received the new phones and SIM cards and then individual employees called in when it was most convenient to change their line. That made a big difference in being able to minimize downtime.

## How did Rogers support you during the transition?

Our Rogers sales rep was very thorough in explaining how the process would unfold, and was clear that phone cutover times would be at our discretion.

## David's tips for other businesses

### Never get overcharged for data again

If you have a mix of heavy and light data users among your employees, **Share Everything** for business might be right for you. With a flexible pool of data that adjusts to usage, you don't need to worry about being overcharged or penalized for data usage.

### Simplify travel planning

For businesses required to support a lot of out-of country travel, **Roam Like Home** is ideal because it automatically kicks in when you cross the border.



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Wireless is a necessity for every business today—some companies have even gotten rid of their landlines and have gone completely wireless. I've already recommended **Roam Like Home** and **Share Everything** for business; these services have become indispensable to us.

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David Faingold, President, STS Inc.