



from greg

On February 1st, Mercury celebrated our 27th year in business. We are proud to say we have a number of loyal customers that have been with us for over 25 years. Thanks to your support, Mercury enjoyed a great 2006. Right now, I would like to share with you some of the new manufacturer and supplier accolades we have earned over the past 12 months.

We were extremely pleased to receive **NEC's Double Diamond Award**. This made the fact that Mercury was once again among the top 10% of NEC dealers doubly gratifying. AT&T (Southwestern Bell) awarded Mercury with their **AT&T President's Club Award** in March. We were also awarded the **Inter-Tel Rookie of the Year Award** as the #1 producer in the country during our first year! These successes were achieved by a great team of employees determined to maintain Mercury as your trusted technology provider.

The evolution of technology has been the driving factor in the way Mercury does business. In 2006, we implemented many enhancements to our leadership team. These new additions have helped us to strengthen a strong, vision-driven team that truly understands and knows how to implement new technology in your business.

Voice over IP (VOIP) has tremendously impacted the way our clients are thinking about incorporating technology in their businesses. Mercury's goal is to make sure that all our valued customers are well informed of the advantages of Voice over IP, know when to implement the technology and to ensure that it is used properly.

At Mercury, we understand that it is about the bottom line. The correct telecommunications technology is one of the largest factors in your company's success. We are ready and equipped to continue to serve as your partner and be sure you have the tools you need.

As always, Thank You for your business. ■



Greg Osler President

# Driving Ahead!

## VoIP Call Center Solution Lowers Costs & Increases Efficiency for LoneStar Transportation

Founded in 1988 as a small oilfield transportation firm in Abilene, Texas, LoneStar Transportation has grown to be one of America's premier specialized heavy haul carriers, with a terminal network that has grown from its original 3 Texas locations, to 22 full service operations throughout North America.

However, company growth created communications challenges. In 2006, LoneStar approached Qwest, their business communications partner, seeking a company to help provide their Fort Worth call center with technology to accommodate the organization's growth. Communications is critical in achieving LoneStar's goals of superior performance in customer satisfaction, safety and operating results. Communications is also vital in ensuring close integration of each of the firm's business segments.

Following an extensive evaluation process, LoneStar chose Mercury as the technology partner for their new corporate offices based on Mercury's comprehensive needs analysis, creative solution and solid implementation plan.

Recognizing the urgency of the situation, Mercury drew on its extensive industry resources to take the project from approval to implementation within 60 days. The system backbone was LoneStar's new Inter-Tel 5000 Voice over IP (VoIP) telephony system with call reporting and tracking capabilities that helps clients and drivers better communicate with the corporate office. The Inter-Tel system allows LoneStar to integrate e-mail, databases and other core systems with their telephone system. Plus, Mercury President Greg Osler noted, "We provided our **Mercury Managed Services** program with TAMCO to LoneStar. This ensures that their technology continues to be state of the art." Additionally, Mercury will assist the company in implementing VoIP solutions to allow the company's agents and users to coordinate with the telephone system no matter where they operate. These advantages will be seen immediately in LoneStar's new Salt Lake City office, where calls can be answered and/or shared over the company's Qwest Wide Area Network (WAN) eliminating long-distance charges from area to area, allowing call reporting from a centralized location, and decreasing costs for expansion.

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Pete Trotsky, Vice President of LoneStar Transportation was pleased, saying, "With the Inter-Tel system, Mercury provided us a solution that will save us about \$32,000. Plus, **Mercury Managed Services**, their all-inclusive technology protection program Mercury has built in conjunction with TAMCO, guarantees that we'll have the latest and greatest technology in the future. The TAMCO **Shield program**, that Mercury provided as part of **Mercury Managed Services**, gives us the strongest possible guarantees that Service Level Agreements will be fulfilled at the highest levels, and gives us peace of mind."

Mercury is proud to be working with LoneStar Transportation to help in maintaining their status as one of America's top transportation companies. ■

## Leading from the front

In December 2006, Mercury made an important business decision to improve communications with our clients by developing and growing Mercury's marketing organization. After careful consideration, Joanna Watson was promoted to the position of Marketing Representative. With her previous account management experience, Joanna is in a unique position to understand the challenges of handling the marketing efforts for the organization and developing pieces to entertain and inform our clients and prospective clients. Since Joanna's transition into the marketing arena, she has spearheaded a marketing plan that includes three newsletters per year, occasional case studies, and frequent co-branded press releases with client and business partners that have already raised the Mercury profile in the business community.

### Mercury is proud of Joanna and her accomplishments

over the last two years with the firm. As a University of Texas graduate with a Business degree in Journalism, Joanna has been a valuable asset to the Mercury team. From helping our clients to her support in training new employees, Joanna has done a great job of Leading from the Front. We thank her for her dedication to success at Mercury. ■

## in the news

**Mercury, Inc. receives NEC Double Diamond Award!** NEC Unified Solutions, Inc. has awarded Mercury its prestigious Double Diamond Award for 2006. Mercury is one of only two Texas companies to receive this coveted designation.

NEC's Alliance Recognition Program conferred the honor in December 2006 in recognition of Mercury's outstanding achievement in sales and technical certifications. Major criteria for the award include a firm's relationship with NEC, its competitiveness in the marketplace, and overall technical expertise.

As a 27-year business partner, and the longest standing NEC Business Partner based in Dallas, Mercury has delivered NEC telephony, data, digital signage, and wireless solutions to many of the largest and fastest growing organizations in the area including Pizza Hut Park, Razor Competitive Edge, Southwest Sanitary, and others.

By achieving Double Diamond status, Mercury is awarded special training and demos, designation on NEC's website and various discounts and rebates.



"Any culmination of two successful entities breeds a foundation for success, and by creating this program, NEC is able to show its loyalty to our Channel community," said Larry Levenberg, vice president and general manager, national channel, NEC Unified Solutions. "With the involvement of companies such as Mercury, our Channel community has become a vehicle for increased sales, creating opportunities that help enterprises communicate more efficiently and effectively."

The announcement of this award came as NEC was recognized for holding the #1 market share in the small business telephony space (per the Gartner Group).

**Mercury Wins Inter-Tel Rookie of the Year Award.** Mercury was honored with Inter-Tel's Rookie of the Year award at the January 2007 Inter-Tel Business Partner Conference in San Diego, California. The annual award is presented to the

fastest growing Inter-Tel Business Partner worldwide. Inter-Tel Technologies Inc. is a \$600 million manufacturer and developer of telephony and Voice over IP (VoIP) technology. With hundreds of business partners throughout the U.S., Mercury is proud to have achieved this honor.

Since the partnership began in early 2006, Mercury has completed many successful implementations of the Inter-Tel 5000 VoIP telephony system and its robust suite of integrated software applications for companies such as Travel Focus, LoneStar Transportation, and Ewing Auto Group.

Inter-Tel Technologies Inc. is traded on NASDAQ under INTL and maintains an international presence with over 40 offices in the U.S. and hundreds of Business Partners. Inter-Tel's telephony and VoIP technology has been named Product of the Year and achieved many other best in class awards throughout the last decade.

### Mercury Announces New Technology Protection Program. "Mercury Managed Services powered by TAMCO"

Mercury is pleased to announce our new managed services program and financial partnership with the Telecom Asset Management Company, TAMCO. Our strategic partnership with TAMCO was formed in late 2006 out of clients' needs for protecting their technology investments. Through Mercury's Managed Services powered by TAMCO, our clients can now maintain the latest technology at all times by protecting it under TAMCO's Shield Program.

The Shield Program is an innovative financial product that functions like a rental with many of the desirable features of a lease, while still meeting the Financial Accounting Standard Board's (FASB) criteria for an operating expense. With our unique technology obsolescence clause, there is no longer the risk of falling behind your competitors in technology. When your business needs change, you can replace as much as your entire telephony system without financial penalty. The remainder of your agreement is forgiven – without penalty – and you begin with the new technology with no fear of a heavy residual.



Over the last 10 years, TAMCO has become a leading financial services company concentrating exclusively on telecom equipment and delivering best-in-class customer service. TAMCO's strategic partners include prominent telecom dealers, such as Mercury, along with leading manufacturers of communications equipment, like NEC and Inter-Tel. Their people have experience in the fields of communications and finance and are capable of developing successful business approaches to meet the challenges facing large and small companies alike.

In addition, TAMCO has developed an agreement with Mercury to provide Mercury clients lucrative buy back options on the technology they may have purchased or leased that is out of date.

Mercury is proud to be partnering with TAMCO to continue providing our customers with the most innovative financial programs available today! For information please contact Mercury at 214-MERCURY. ■



## community focus

### Mercury — Giving back to the community —

In 2006, Mercury and NEC, proud sponsors of the FC Dallas soccer club, donated \$105,000 to Pizza Hut Park in support of their youth soccer programs. Greg Osler, President of Mercury, and Paul Lopez, General Manager of Marketing for NEC, presented the check during the pre-game ceremonies of a July 8, 2006 game. The FC Dallas youth soccer programs draw thousands of participants worldwide. In 2006, Mercury implemented a state-of-the-art NEC communications system for FC Dallas, including all of their high-end digital signage. ■

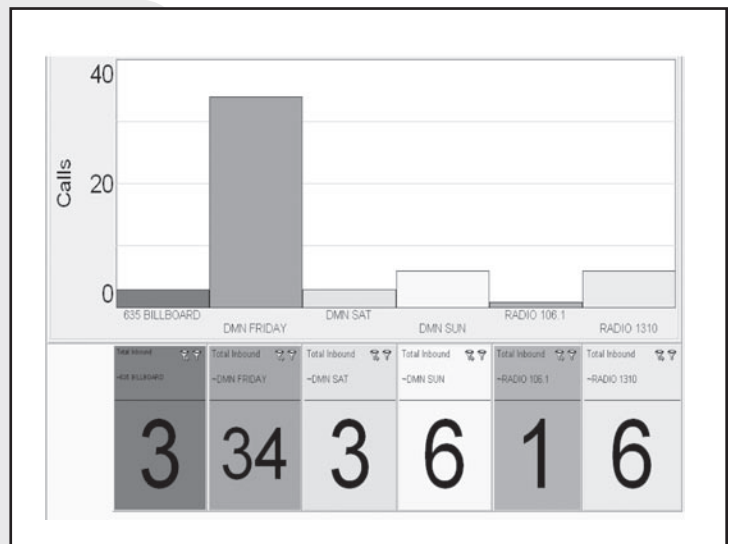
## tech solutions

### Advertising Tracking Solutions — Tracking Ad Campaigns Based Upon the Advertised Telephone Number and/or Email —

Many businesses spend tens of thousands of dollars annually on advertising without being able to see the return on their expenses. This happens for various reasons:

1. The advertising source does not WANT the customer to see the true results,
2. The customer does not think there IS a way to track their advertising,
3. There is no advertising agency helping the customer with their marketing and advertising plan.

Mercury now has solutions that allow businesses to track call and email activity based upon unique telephone numbers and/or email addresses. As most people now know, telephone numbers and email addresses are minimal costs (usually less than \$1 per month if not already free to the customer). Therefore, Mercury works with clients to help them understand and manage their advertising costs. One success story in this area is the new acquisition of Ewing Automotive Group which has three dealerships in the Dallas area and needs to be able to determine where they are getting the most "bang for their buck" on their advertising. Mercury implemented a reporting solution by Inter-Tel Technologies Inc. which allows them to now manage their advertising sources, costs, and Return on Investment. ■



## MERCURY

Mercury, Inc. is a full-service telecommunication company. **M** is a quarterly newsletter published for the customers and friends of Mercury. Inquiries and comments regarding **M** should be addressed to Joanna Watson at [jwatson@mercurycom.com](mailto:jwatson@mercurycom.com) 214-242-1659



## new technology clients

John Eagle Acura-Houston  
Schorr Law Firm  
Financial Executives, L.P.  
Hines  
Southlake Consulting Group  
John Wright & Associates  
D-Signs  
eCorp Resource Partners, L.P.  
C L Settles Insurance Co.  
Brandywine Realty Trust  
TX Regional Asthma & Allergy Center  
GHN Online  
Clay and Crow  
Braymen, Lambert and Noel  
Ted Baker, Ltd.  
John B. Polk, PC  
Innovative Infusions, LLC  
George-McKenna

Master Sound  
Ellis County Insurance  
White Rock Commercial, LLC  
Game On Arena Sports  
Lincoln Vineyards Apartments  
Earl Owen Company Inc.  
Razor Competitive Edge  
The Delta Companies  
Cawley Residence  
Ebby Halliday  
Hugo Aguilar  
Techniweld Inc.  
Merrill Corporation  
City of Commerce  
Providence Energy Corporation  
Benbrook Family Vision Care, P.A.  
LSI Flood Services  
Ready-Aire

Dr. James W. Brodsky  
Direct Buy, Inc.  
Home Tracker, LP  
Frontier Investment Management Company  
LoneStar Transportation, Inc.  
Texas Air Composites  
Clean Spot  
HumCAP  
Travel Focus  
Ewing Auto Group  
Dr. Hal Stewart, D.D.S.  
Zimmerly & Co.  
Quiltcraft  
Troy Aikman Enterprises  
Hammerman & Gainer  
William Cobb & Associates  
Town of Addison

## repeat customers

Southwest Sanitary  
Bonanza Capital, Ltd.  
American Arbitration  
McQueary, Henry, Bowles, Troy  
DFW Roofing Supply  
Boston's Pizza  
Family HealthCare  
John Eagle Dealerships  
Lamps Plus  
Dallas Sound Lab  
City of Saginaw  
IntegraColor  
American Red Cross  
Greenhill School  
Moroch Partners  
Constructors & Associates  
Enterprise Financial Group  
Lake Pointe Medical  
Panda  
Southwest Office Systems  
The Color Place  
Ussery Printing

Multiprint Solutions, LLC  
Integris  
Anritsu Company  
Hall Financial Group, Ltd.  
North Texas Commercial Association  
of Realtors  
Rusty Wallis  
SHW Group  
Turrentine Jackson  
Neligan, Foley LLP  
New Benefits  
Health Special Risk  
Episcopal School of Dallas  
Lakehill Preparatory  
Dorskocil  
Artex  
IRMI  
Fairhill School  
CF & Co.  
Capital Distributing  
ICI Construction

Worthington National Bank  
American Arbitration Association  
Butler Burgher  
Chamblee & Ryan  
Kaner Medical Group  
Long Range Systems  
North Star MRI  
Purvis Bearing  
Rene Isip Toyota of Lewisville  
Samsill Corp.  
Six Flags over Texas  
Spectrum Properties  
La Madeleine  
Ikea  
Wholesale Roofing Supply, Inc.  
Highland Park Plastic Surgery  
Crotty Law Firm  
Spectrum Polymers  
Can-Fer Construction Company  
LML Payment Systems  
Turrentine –Jackson –Morrow

**MERCURY**

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