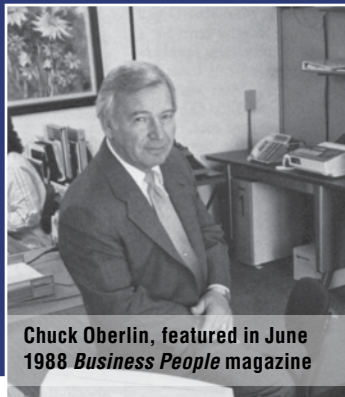


Doing Business with a HANDSHAKE

Doug Oberlin, vice president of Digital Communication Products, conducts business today the same way he did 28 years ago.

article by Cindy Purvis
photo by Mike Scott



Chuck Oberlin, featured in June 1988 *Business People* magazine

Voice communication systems have evolved along with the technology revolution of the late twentieth century. For one locally based company, this evolution led to a name change from Executone of Fort Wayne to Digital Communication Products (DCP) in 2000. But that does not mean there has been a change in the way Doug Oberlin, vice president of DCP, and his staff work with their customers.

Oberlin says he has a simple business philosophy: "I'm doing business today the



Doug Oberlin, featured in June 1988 *Business People* magazine

way I started 28 years ago... an honest dollar's worth of service for an honest dollar



Featured in June 2000 *Business People* magazine; (L-R) Doug Oberlin, vice president and Chuck Oberlin, CEO.

and treating people the way you want to be treated."

Everything revolves around building long-term relationships with customers. And Oberlin backs up his philosophy by providing outstanding customer service. DCP provides voice communication systems from several manufacturers and stocks parts for everything it sells. That's important because DCP also guarantees availability of parts for its communication systems for ten years. In practice the company's business relationships often survive much longer than a decade. Some current customers have been with the company since Oberlin's father began selling business telephone systems under the Executone name in 1974.

Some prospective customers, according to Oberlin, have a bit of brand familiarity with voice communication systems. Others are looking for a company that will stand behind the product and provide service over the long term. Still others are simply price-shopping when they first contact DCP.

"I have several competitors who are all about price," he says. "Anyone can walk in and take the order for the cheapest system if that's all the customer thinks they want. Those are the customers we hear from down the road when they discover they need service or training."

Many larger businesses today are looking for voiceover Internet protocol technology (VOIP) that provides easy communication among multiple locations or with a number of employees working remotely from their homes. They need to communicate between

sites almost as easily as if everyone were located under the same roof. Together, DCP and Vodavi have several different products to solve your VOIP needs, including Onelook, a powerful, Windows-based messaging platform that allows workgroups to share messages using their desktop or laptop computers and high-speed Internet access.

Developed by Vodavi Communications, Onelook is a module of Pathfinder™. It stores and manages all messages in standard email application databases, providing unified messaging via available interfaces, such as Microsoft Outlook and Outlook Express. And Onelook does that without tying up office phone lines, incurring long distance fees or additional cell phone charges; a business needs fewer phone lines and Onelook also lowers its overhead cost to send and receive voicemail messages.

"Another advantage of the Onelook service," says Oberlin, "is that users can archive messages for as long as they need. Messages can be forwarded or copied to any other person with email access."

A client-server-based unified messaging system, such as Onelook, is designed for large businesses and may be cost-prohibitive for small business or mobile professionals. For those clients, DCP's server-based mailbox rental program provides users a cost-effective way to customize Onelook service without the purchase price.

Voice communication systems can be confusing. One system is not right for everyone, and the communication needs of any business will likely change over time. That's

why Oberlin provides consulting services and free training for DCP customers.

Oberlin says, "I base my recommendations on what equipment will be best for each client. Consulting and looking out for the customer's best interest are integral to maintaining our business. I still believe in doing business on a handshake." ☺

For your information

Digital Communication Products

Address:

3720 South Calhoun Street
Fort Wayne, Indiana 46807

Phone: (260) 744-3365

Web site: www.dcpfw.com

CEO: Chuck Oberlin

President: Pat Oberlin

Vice President: Doug Oberlin

Employees: 8

Years in business: 54

Products and Services: Business Telephone systems, Voice Mail, IP Telephony, Call Accounting, Automatic Call Distribution, External Paging, Structured Cabling



Doug Oberlin

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