

**Advantage 800
International
service will
help companies
promote products
or services and
gauge market
response before
they invest for the
long term.**

"For businesses accustomed to dealing with a slew of suppliers and vendors, each with different billing systems, business approaches, technical know-how and customer service commitments, the simplicity and ease of dealing with a one-stop shop such as the Stentor alliance is an administrative dream come true," says Mr. Sheard. "Stentor will look at their requirements, recommend solutions, install the service, and maintain it. Companies breaking into the Canadian market couldn't be in better hands."

And many of Stentor's services, both long distance and data, offer volume discounts. These discounts combine with low prices and Stentor's renowned service to give customers a high-value, versatile, and comprehensive telecommunications package that no other company in the country can match.

Going Global

In 1992 Stentor formed a strategic alliance with MCI Communications Corp., a U.S. telecommunications giant whose annual sales top \$13 billion. This partnership, created to provide U.S. and Canadian customers with seamless connectivity and standard features, has already spawned a series of cross-border voice and data services. These accomplishments foretell of good things to come as MCI and Stentor work together to bring

global services to customers on both sides of the border.

Through their partnership, MCI and the Stentor alliance offer customers world-class technology and a common

network platform. That's important today because businesses with international offices and branches are learning that globalization involves more than maintaining a diverse foreign presence; it means linking databases, consolidating knowledge, and sharing applications across myriad borders. Sophisticated inter-networking is vital.

"Telecommunications companies can't go it alone today internationally," says Keith Teelucksingh, Vice-President U.S. Marketing with the Stentor alliance.

"They've got to develop strong partnerships if they're going to succeed, and we've done that with MCI."

The Stentor alliance has also teamed up with Teleglobe Canada to provide solutions such as that offered by **Advantage 800**

International™ service.

Businesses can use

Advantage 800 International service to set up toll-free service to Canada from more than 50 countries around the world. This allows them to test a product or service

in a foreign market

before they lease an office, hire staff, and tend to the raft of other logistical details part and parcel of

