



GO

Advanced Search >

• [Front Page](#)

• [Market Watch](#)



• [Herb Greenberg](#)

• [Columnists](#)

• [First Take](#)

• [Special Reports](#)

• [Blogs](#)

• [Podcasts](#)

• [Industry News](#)

• [Economy & Politics](#)

• [Newsletters](#)

• [Election 2008](#)

Digisist - Helping Small Businesses in a Big Way

Last update: 9:30 a.m. EST Feb. 26, 2008

LOS ANGELES, Feb 26, 2008 (BUSINESS WIRE) -- It has



been statistically proven that in many cases small businesses lose out to big corporations for a simple reason: they don't look big enough. It is not that the small guys don't have the

product or the service that will serve the end customer sufficiently. It is simply that they don't have many of the tools that large businesses use. One Los Angeles-based entrepreneur, Chris Kerstner (USC Alumnus), has not only taken note of this handicap that small businesses have, but is going the extra mile to make sure that all small businesses can have the tools they need to compete in a large business environment.

Eight years ago the employees and advisors to Kerstner's company, Streamlined Fusion (www.streamlinedfusion.com), came to a simple but stark realization: by marketing their clients as larger companies, they would achieve greater levels of success. This philosophy became a pillar for every website, logo, and promotional material they brought to life for their clients. By providing actual customized tools small businesses could use to grow larger, Streamlined Fusion gained recognition as being much more valuable than the average business marketing company.

Streamlined Fusion's latest undertaking hopes to take their current Small Business clients and other small businesses to the next level with a professional phone system known as Digisist (www.digisist.com). In functionality, Digisist is identical to the phone systems typically used by large enterprises with a digital receptionist, call transferring, call recording, and multiple departments. The difference is that while enterprise-level phone systems typically cost thousands of dollars due to the high price of hardware and maintenance, Digisist provides all of this to small businesses starting at \$7.95 a month. A company spokesman indicated that there is no long term contractual agreements and that setup is handled completely by a Digisist representative.

"We're thrilled to have the opportunity to provide small businesses with more of the vital means they need to grow," stated Company President Chris Kerstner. "While the Digisist phone system concept is simple, we take pride in the fact that we have uncovered another way for our clients to achieve greater success. After all, that is what business - large or small - is all about."

Consumers can sign up with Digisist at www.digisist.com or call 866-686-1343.

SOURCE: Digisist

Digisist

Tim Smith, 866-686-1343

Copyright Business Wire 2008 ■



[Site Index](#) | [Topics](#) | [Archive](#) | [Help](#) | [Feedback](#) | [Membership](#) | [Premium Products](#) | [Mobile](#) | [RSS](#) | [Podcasts](#) | [Company Info](#) | [Advertising Media Kit](#)
| [DJ Client Solutions](#)

The Wall Street Journal Digital Network:

[WSJ.com](#) | [Barron's Online](#) | [BigCharts](#) | [Virtual Stock Exchange](#) | [All Things Digital](#) | [MarketWatch Community](#)

[RealEstateJournal.com](#) | [Financial News Online](#) | [WSJ.com Small Business](#)

MarketWatch

Copyright © 2008 MarketWatch, Inc. All rights reserved.

By using this site, you agree to the [Terms of Service](#) and [Privacy Policy](#).

Digisist - Helping Small Businesses in a Big Way - MarketWatch

Intraday data provided by [Comstock](#), a division of Interactive Data Corp. and subject to [terms of use](#). Historical and current end-of-day data provided by [FT Interactive Data](#).

More information on [NASDAQ traded symbols](#) and their current financial status. Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. Dow

Jones Indexes(SM) from Dow Jones & Company, Inc. SEHK intraday data is provided by Comstock and is at least 60-minutes delayed. All quotes are in local exchange time.