

CURE FOR THE COMMON CARRIER



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Special points of interest:

Hybrid Networks
Telecom Support Services
Designing Wide Area Networks
Cost Containment

INTEGRATED NETWORK SOLUTIONS MORE VALUE FOR YOUR TELECOM BUDGET

Many telecom providers are marketing integrated network solutions that bundle local voice access, Internet and/or data solutions. Bundled packages provide customers creative solutions that maximize the value but there are limitations and negative aspects to these plans.

PRO'S

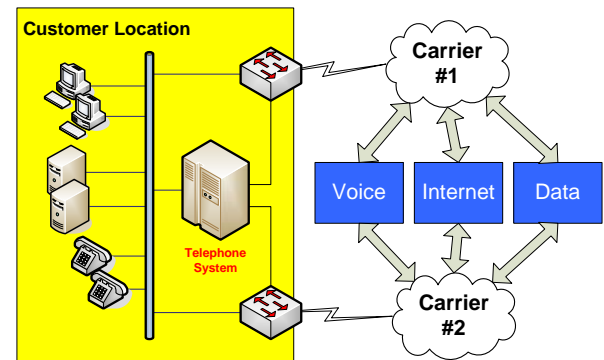
- **Cost Savings** ~ By integrating telecom services, many organizations find their monthly costs decrease.
- **Flexibility** ~ Since these solutions can dynamically allocate bandwidth between voice, Internet and data, capacity can be adjusted to support these individual needs on an as-needed basis.
- **Increased Functionality** ~ Bundled packages generally include enhanced features at cost effective rates. Such features include; direct inward dialing, caller ID and unlimited calling.
- **Simplified Billing** ~ By providing services through a single carrier, what was once multiple bills is now provided in a single, consolidated statement.

CON'S

- **Single Point of Failure** ~ Since services are consolidated, losing one method of communication often leads to other service outages.
- **Unpredictable Bandwidth** ~ As services are allocated dynamically, a surge in phone calls can limit the bandwidth available for other applications such as slower Internet speeds.

Hybrid Solutions

One method of applying the advantages of integrated solutions while protecting yourself from the disadvantages is to deploy integrated services from two different carriers.



The solutions from each carrier can be combined to provide network redundancy, increase overall capacity and take advantage of each carriers strengths to provide the ideal communications solution for your organization. Surprisingly, hybrid solutions are often delivered at a cost less than expected. Ultimately, you get more for less.

If telecom services are vital to the survival of your organization, it is time to explore options that combine **reduced costs**, **increased network resiliency** and **enhanced capabilities**. In addition, you get one point of contact when using Orion Communications to support the entire package. Call us today so we can help you evaluate these options for your organization.

ORION COMMUNICATIONS, INC.

10850 W. Park Place, Suite 220
Milwaukee, WI 53224
414-359-2500

Your Cure for the Common Carrier

Telcom Tidbits

FROM ORION COMMUNICATIONS

Toll Free Numbers

Most organizations use toll free numbers in some regard to ease customer/vendor communications. It is also a commonly overlooked area when looking to change carriers. It is important to obtain a current bill showing these charges. It is also critical that the point to number for each of these numbers be identified. This will ease the conversion process and minimize last minute scrambling.



Third Party Charges

A common challenge faced by customers is the sudden appearance of third party or miscellaneous charges on their telephone bill. People rarely understand where these came from and removal is both tedious and time consuming. It has often been found that these charges were authorized by someone within the organization. To avoid this hassle, instruct internal personnel that calls relating to telecom services and Yellow page listings should be forwarded to someone authorized to make that decision and names should not be provided. It is also valuable to tell your team not to provide their name as this is frequently considered automatic authorization without true consent

Challenged by Your Telephone System?

Although e-mail and other electronic communications are always growing in popularity, the telephone call is still the life blood for most organizations. Although Orion does not directly sell these systems, our line of business demands that we maintain contacts with the various system vendors. If your system has limited your organizations productivity, a new vendor may be the answer. Minor adjustments can extend the life of your system, freeing up expected capital expenses for other overdue projects. Give us a call so we can direct you to someone that can help.

Make a list and check it twice...

Failure to accurately track your wireless inventory is a costly mistake. Many companies struggle with paying for service on mobile phones that have been lost, stolen, or upgraded. Establishing a standard procedure for order placement and inventory management will keep wireless costs to a minimum. Remember to not only keep inventory on the mobile device itself but also record their corresponding accessories and service plans.

ORION TO THE RESCUE

OUTSOURCING YOUR TELECOM CHALLENGES

Sound Familiar?

- You dread opening your telephone bill.
- Reconciling issues takes forever with constant prodding.
- Obtaining answers in a timely and accurate manner is nearly impossible.
- No one person is accountable to the end result.
- Every telecom provider claims that they offer the ideal solution for your organization.
- Even the smallest changes become more complicated than they need to be.

Business is hard enough. Considering that voice, data and Internet services are so critical to overall operations, how is it that an entire industry can be so demanding?

Introducing teleTRACK+

Orion Communications has developed a systematic approach to maintaining a proactive perspective to telecom services. We build a customized support plan to help compliment your internal resources.

Common Outcomes:

- ⇒ Cost containment and quarterly bill reviews
- ⇒ Single Support contact for all your telecom services
- ⇒ Responsive trouble resolution
- ⇒ Accessible resources to get your questions answered

**What if you could eliminate headaches and minimize your time consumed by the tedious tasks of telecom?
AND what if you could do this for FREE?**

DATA NETWORKING WITH MPLS

WHEN IS THIS SOLUTION THE BEST CHOICE?

Multi Protocol Label Switching (MPLS) is fast becoming a premier solution for organizations looking to interconnect multiple locations into a single enterprise topology.

The Benefits of MPLS

- ⇒ **Monthly Cost** ~ By matching up the unique customer requirements with the ideal MPLS provider, this solution has often been less expensive.
- ⇒ **Any to Any Connectivity** ~ Locations connect directly no longer requiring access through a central site. This reduces network latency and overall network cost.
- ⇒ **Customizable Bandwidth** ~ Each location accesses the network at ideal bandwidth levels ranging from Fast Ethernet to VPN through the Internet. Changes can be made at the site level without impacting the entire network.
- ⇒ **Application Prioritization** ~ Class of Service (CoS or QoS) can be implemented allowing more critical applications such as voice or vital data requirements a higher priority. This allows improved response times for users as well as superior voice and video quality.
- ⇒ **Managed Equipment** ~ As an option, carriers can provide and manage the network equipment minimizing your support and maintenance costs.
- ⇒ **Flexibility** ~ MPLS can grow with you, incorporating hot sites, centralized Internet and other adaptations previously unavailable with other topologies.

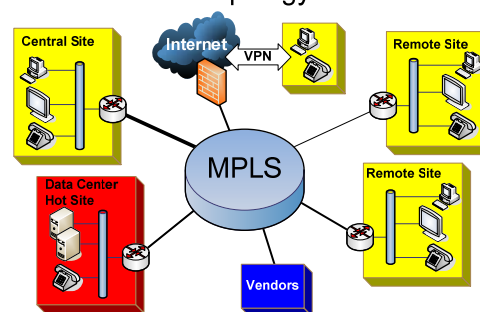
Is MPLS Right for You?

Unfortunately, there is not a specific criteria for when it fits best. It is a combination of factors including current applications, number of sites and geographic location. There are also strategic considerations such as business continuity, growth expectations and the integration of other assets into your network topology.

It is also important to note that the available solutions will vary by carrier. Effective geographic coverage, available bandwidth and cost structures all impact the long term success of the network deployment.

If you are considering networking your locations together, maybe it is time to call Orion. As a representative for all the major providers, Orion can help you develop the ideal solution for your organization including the original assessment, deployment and on-going support.

MPLS Network Topology



PLEASE WELCOME JOHN LEARNED

ORION ADDS A NEW SR. ACCOUNT EXECUTIVE

Orion Communications is pleased to announce that we have added John Learned to our team. John brings years of experience helping customers design the ideal telecom solution and has worked directly for some of our key service providers. In addition to his technical background, John is experienced in all aspects of telecom; from cabling to installation and troubleshooting of telephone systems. It is these skill that make it easy for him to work closely with telephone and IT consultants, ensuring you receive a cost effective and comprehensive solution.

WHAT'S NEXT?

UNDERSTANDING YOUR ROLE IN A NETWORK PROJECT

Knowing that money is often a little tight, many customers wish to use their internal resources to reduce the costs of a project. But, with this perspective comes the responsibility of ensuring that tasks are completed in a timely, accurate manner so that the overall timelines do not suffer. When defining the project scope, it is just as important to know what is not covered by all the parties involved.

Common Customer Roles

- Vendor Coordination
- Carrier Management
- Test and Turn Up
- Disconnecting Services
- Billing Resolution
- Final Documentation

Identifying and executing your role can be the difference between success and failure.

Your Cure for the Common Carrier