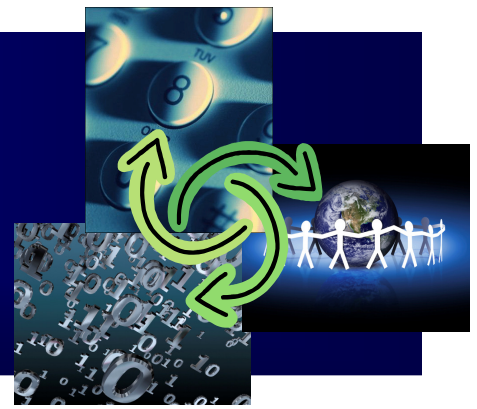


# CURE FOR THE COMMON CARRIER



March, 2010

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## Special points of interest:

Breaking Down VoIP

Yellow Page  
Telemarketers

Reducing Telecom  
Costs

## THE TWO SIDES OF VOIP

As the economy shows signs of strengthening, many organizations are looking to again make investments to improve productivity. One common consideration is the implementation of a new telephone system which often involves discussions of Voice over Internet Protocol (VoIP). Although Orion does not sell telephone equipment, many of our customers have turned to our expertise to review their options. One of the first questions is "What does VoIP mean to me?"

Before answering this question, it is important to understand that VoIP actually can play two parts in the decision.

1. Services between the telephone system and the actual telephone sets over the customer's local area network can be delivered as IP.
2. Carrier services can also be delivered as IP to the telephone system. Rather than traditional business lines or ISDN PRI, SIP (Session Initiation Protocol) provides service over a digital connection.

It is important to note that a VoIP telephone system is not required to utilize SIP trunking. And, a VoIP telephone system does not require SIP trunking. Although the decision process often aggregates these two elements, the unique requirements of any organization designates how each of these solutions can be implemented into the final design.

### VoIP Telephone Systems

Although some organizations are selecting traditional, non-VoIP telephone systems, the majority are moving forward with VoIP. The main reason is that VoIP is easier to manage. Phones can be moved around an organization without much, if any, programming. Because VoIP runs over your LAN, there is only the need for one cable run to individual workstations. For companies with multiple locations, voice and data can be integrated over a single interoffice data network.

### VoIP Carrier Services (SIP)

Many organizations believe that, since the Internet is utilized to deliver SIP, calls are free. Although this can be the case in some unique circumstances AND many SIP providers do offer very cost effective packages, there are monthly service fees.

In the end, there are two significant types of customers that benefit from SIP. The first is multi location customers wanting to reduce the costs of telephone services across all their locations. The second is small to medium size businesses requiring sophisticated telephone service and high speed Internet.

Remember that the value of each of these technologies is unique to any given organization. It is important to fully evaluate your needs and then apply the most effective solutions.

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***Your Cure for the Common Carrier***

# Telcom Tidbits

## FROM ORION COMMUNICATIONS

### Yellow Page Listing

Ever get those pesky, “Want to update your yellow page listing” phone calls? Don’t fall for the oldest trick in the book. This is an attempt to authorize third party charges. If not handled correctly, your future monthly telecom bills will quickly accumulate additional charges.

These charges are difficult to remove especially if someone in your organization accidentally authorized the change. Inform all personnel to avoid these calls or forward them to someone responsible for telecom services.



### Moving, Acquiring or Consolidating?

This is not a simple task for anyone. There are many things to consider and often times, telecom services are placed on the back burner. A check list to keep in mind when planning such a change:

- ⇒ Cancel old services
- ⇒ Update all directory listings
- ⇒ Inform customers of new numbers
- ⇒ Plan well in advance!  
(Changes are not made overnight)

## Are you paying too much?

*If you’ve ever wondered this....you’re probably right!*

Nearly 9 out of 10 telecom bills contains costly errors. On average, Orion saves our customers 28% per month by reviewing their bills. In most cases, these savings are achieved without switching your current telecom service provider.

## WEIGHING THE COST AND BENEFITS

### IS UPGRADING YOUR IT WORTH THE INVESTMENT?

When evaluating new technologies there are always multiple goals that the various departments are trying to achieve. The ultimate goal and often times the deciding factor is how to get the biggest bang for your buck. However, when evaluating your telecom options this is not always the best approach.

You should layout the top goals your organization is trying to achieve and evaluate your options based on this criteria. Breakdown costs & benefits into various business sectors involved. By doing so, you will better portray how each will be affected by the change.

**Productivity:** According to CIO Insight, the number one goal companies have for emerging technologies is to increase employee productivity. What technology will best achieve this goal?

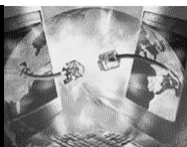
**Process Improvements:** Businesses are looking closely at expanding their business capabilities; whether this is improving existing or creating all new systems. It is important to make sure your communications can support these improvements.

**Reduce Costs:** Many technologies on the market today may have a high upfront cost but once your ROI is achieved, overall costs will be decreased in the long run.

## CUSTOMER CASE STUDY

### HEALTHCARE CLINIC

#### Challenge



#### Solution

A local healthcare clinic was unable to expand their business because of an outdated communications structure and insufficient funds needed to make the necessary changes.

On several occasions, complete service outages prevented any inbound and outbound communication.

##### Challenges:

- Patients were experiencing excessive hold times
- Frequent service outages blocked inbound and outbound calls
- Inability to manage time periods of high call volume
- A lack of available funds limited their options for upgrading

Orion designed a primary network to support data and intra-organizational voice communications. A secondary network was available to support data traffic during high volume times.

Documented network services allowed Orion to eliminate inconsistencies and redundant services. This also eased the process of implementing future changes.

##### Results:

- Reduced network costs by 25%
- Increased bandwidth by over 200%
- Reduced monthly telecom bills from 41 to 4
- Achieved a project ROI of under 11 months
- Reduced call related customer complaints by 85%

## WHAT MOBILITY MEANS TO YOU

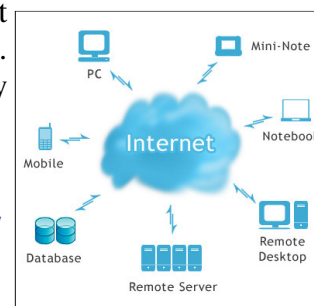
### LOOKING TO THE SKY FOR BANDWIDTH

Many organizations are looking into various business mobility solutions. Depending on your organizations size and communications needs, some solutions may be a better fit to meet your needs. Orion can help you make this decision!

**VDI (Virtualized Desktop Infrastructure):** According to a report by Gartner, hosted virtual desktops will make up 40% of the worldwide professional computer market by 2013. VDI is a computing model that adds a layer of virtualization between the server and desktop PCs. This technology gives end users access anywhere capabilities with heightened security. There are many things to consider before deciding that VDI is the right solution for your business.

**Cloud Computing:** In cloud computing users generally lease the physical infrastructure from a 3rd party. By doing so, you can take advantage of the latest technology in a cost effective manner by avoiding the upfront capital expenditure. In brief, cloud computing is a pay-per-use service where the information is stored at a large off-site server. There are three primary types of “Clouds”:

- *Private Cloud*
- *Community Cloud*
- *Public Cloud*



**Your Cure for the Common Carrier**