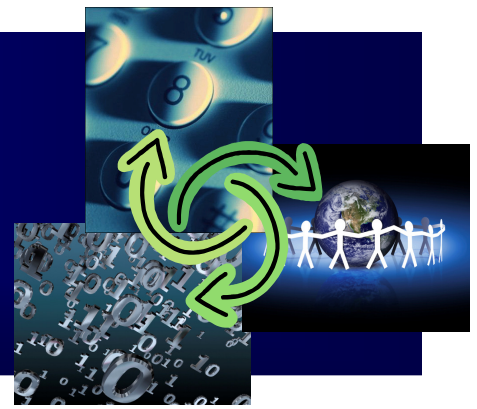


CURE FOR THE COMMON CARRIER



July, 2010

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Special points of interest:

- What is SIP trunking?
- Achieving Enterprise Mobility
- TeleTrack Services by Orion

TELECOM IS DIFFICULT— NOW IT'S TIME FOR EASY

In a recent survey conducted by J.D. Powers and Associates, small to midsize businesses were asked to rate their telecom providers based on service, pricing and overall satisfaction. Out of a possible 1,000 total points, the BEST telecom provider averaged 683 points with the average carrier rating a mere 637 points.

Introducing Orion Communications

Over the last 16 years, Orion has been helping our customers to supplement the support that they receive from telecom providers. Instead of endless hours spent managing telecom services, our customers can focus on driving their business while our dedicated staff governs the telecom services.

What Does This Mean to You?

- **Cost Reduction** ~ Our customers experience an average 28% reduction in telecom expenses.
- **Periodic Bill Reviews** ~ Orion will review your telecom bills quarterly helping to contain costs.
- **Single Point of Contact** ~ Rather than searching for the correct person to call and often waiting on hold, a single call to Orion will get the job done.
- **Proactive Communications** ~ Whether it is monitoring carrier contract terms, tracking service outages or updating you on new pricing promotions, Orion will be there keeping you up to date.

- **Change Management** ~ We know that the only thing consistent in business is change. You just let us know what you need and Orion will do the rest.

What About the Cost?

These days, every penny counts. Managing telecom services can be a very time consuming, costly process. Orion is so confident that we can reduce your monthly costs that we guarantee that, if we cannot reduce your hard telecom costs, our services cost you nothing.

Don't Take Our Word for It ...

Over the last three years, Orion has conducted our own satisfaction survey and this is what our customers had to say.

- 91% believed that Orion truly made an effort to understand how they conducted business and developed solutions accordingly.
- 90% said that our solutions were presented in a clear and easy to understand manner.
- 92% agreed that our communication during the implementation was accurate, timely and easy to understand.
- 95% of our customers would feel comfortable recommending our services to others.

Give Orion a call today to find out what our customers already know. Telecom services do not have to be so hard and we can prove it to you.

Your Cure for the Common Carrier

Telcom Tidbits

FROM ORION COMMUNICATIONS

SIP Seminar

Please join us while we host an educational seminar explaining SIP Trunk design, deployment, security and network considerations.

When

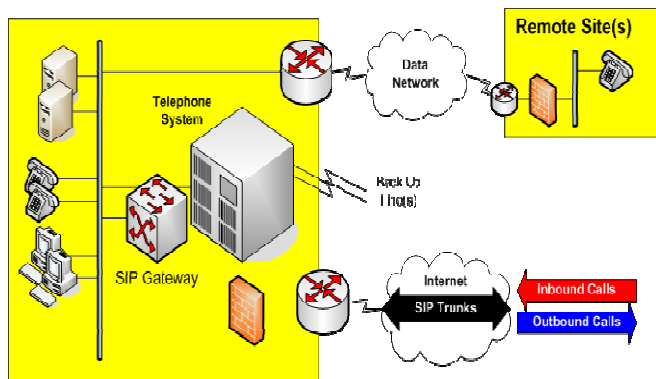
August 18th, 2010

8:00am - 10:00am

Location

DoubleTree Hotel & Conference

18155 W. Bluemound Dr.
Brookfield, WI 53045



[Register Here](#)

TeleTrack

By Orion

- How valuable is your time?
- Can you afford to endlessly wait on hold for tech support?
- Do you spend hours monitoring your telecom expenses?

If you are struggling with any of these common telecom hassles, Orion is here to help. Our Teletrack services are designed to act as your outsourced telecom department. We can actively manage your costs, contracts and changes to your network, saving you time and money.

What is SIP Trunking?

Session Initiated Protocol (SIP) Trunking is a developing technology that can offer unique and powerful solutions. By utilizing the Internet for inbound and outbound calls, costs can be greatly reduced. SIP trunking offers organizations greater flexibility and increased functionality. To learn more about this emerging technology, register for the Orion SIP educational seminar.

ENTERPRISE MOBILITY AND HOW TO DEPLOY

According to ABI Research, the business mobility market is expected to grow from \$242 billion to \$390 billion by 2012. Companies embracing this trend will undoubtedly see the end reward but not without complication along the way. There are many considerations to be made such as integration, security, user acceptance and device options.

Orion outlines some major areas of consideration when implementing a mobile enterprise.

Transition Process. Break the project down into multiple stages. Start by converting a single less critical business application. This will reduce disruptions in daily productivity and allows time to solve unforeseen complications.

End Users. Survey employees who are frequent users of the business process at hand. They can best describe what functions will be required to perform their job from a mobile application. Employees are more accepting of the changes when their opinions are put into consideration.

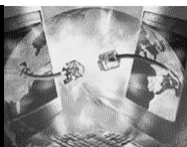
Security. According to a survey conducted by Datamonitor, security is the number barrier to the adoption of mobility solutions. Adding mobility to an organization takes security outside traditional corporate firewalls.

Device Selection. Smart phones dramatically contributed to enterprise mobility and are increasingly complicating IT management.

SYSTEM ASSESSMENT

HEALTHCARE INDUSTRY

Challenge



Solution

Customer's Challenge

An area healthcare clinic realized their current communications equipment was unable to support their growth in size and locations. When calling to make appointments, patients experienced extensive hold times or were directed to voice mail. They were unaware of the issue because calls were not actively monitored to display trends in high call volume. The poor quality of customer service led to patients choosing other clinics.

Solution Development

Needs Assessment

- Documented current services at all locations, creating a master inventory.
- Compared carrier's solutions and gathered quotes
- Explained the costs and benefits associated with each proposed solution.

VoIP Technology

- Easily integrate applications as needed at future locations.
- Utilized the Internet for intra-organizational calls.
- Inbound and outbound calls are focused through a call center.

Solution Results

- Re-routing calls reduced hold times by 20%.
- Usage costs were cut by 18% because of lower hold times.
- VoIP lowered costs by utilizing the Internet for internal calls.
- Provided monthly reports displaying trends in call volume.
- Centralized call center improved the quality of support patients received.

IT HOSTING

GETTING MORE BANG FOR YOUR BUCK

In order to stay competitive in this economy, business technology must be bigger and better than ever before. The challenge companies face is that technology upgrades often require a large initial investment.

A solution that many businesses are turning to is IT hosting. This service allows small and medium sized businesses to operate at levels previously only affordable by larger enterprises.

Outsourced hosting services can offer significant advantages for many. Here are a few areas of consideration when deciding between keeping support in-house or using an outsourced service.

Support

- Are you large enough to provide around the clock support?
- Do you have expertise in all areas of business technology?
- Do you need multiple carriers to support remote locations?
- Do you have the budget to implement new technology innovations?

There are many other areas of consideration when investing IT hosted services as a viable option. Please contact Orion for a more complete review of your IT hosting options.