

CURE FOR THE COMMON CARRIER



June 5, 2010

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Special points of interest:

- Moving telecom services
- Choosing a long distance carrier

PROJECT MANAGEMENT ON TIME, ON BUDGET

According to CIO Insight, over 68% of projects are executed unsuccessfully. Mistakes not only decrease the project's ROI but also require more time to implement.

In this edition of "Your Cure for the Common Carrier" we will identify the most common causes of project failure and also outline some preventative steps to ensure your project is completed successfully.

Top Reasons Telecom Projects Fail

1. Technology did not work as expected.
2. System did not meet the requirements.
3. Project was not completed on time.
4. Requirements changed in the process.
5. Expected results were not generated.

Project Preparation

It is nearly impossible to successfully complete a project without a thorough understanding of the current environment. After analyzing the current telecom environment and conducting a needs assessment, technology options and service providers can be reviewed.

- Document current services
- Identify telecom and equipment vendors
- Plan ahead for possible delays

Option Review

With the evolution of technology, it is unlikely that a single carrier can effectively meet all your needs. When reviewing your many options remember to read the fine print. Misunderstanding the contract terms is a common confusion in telecom. Other steps to remember when choosing a carrier:

- Follow up in writing
- Request customer references

Primary Project Manager

Telecom projects often involve multiple parties and confusing technical details. The project manager will provide a single point of control, keeping all parties informed and on schedule. Other critical responsibilities of a project manager may include:

- Divide project into several phases
- Track critical dates
- Anticipate and correct risks
- Ensure accountability

Project Finalization

- Disconnect old services
- Update telecom inventories
- Learn from project complications

If you lack the time or experience required to effectively manage your upcoming telecom project, contact Orion Communications. Orion's 15 years telecom experience will ensure your project is completed successfully — on time and on budget.

Telcom Tidbits

FROM ORION COMMUNICATIONS

Telecom Acquisitions

Like many businesses lately, the telecom industry is making some major changes. Companies are doing what they need to in order to survive in this economy.

There are some critical things you should clarify after hearing about such changes:

- Changes in policy
- New rates after your contract expiration date
- Updated coverage maps



Telecom Gone Green

Going green has been a popular talk of discussion. There are many ways in which businesses are being environmentally responsible while reducing their overall costs. Telecom is one of these ways.

Singing up for online billing offers many advantages:

- Eliminates the stacks of wasted paper
- Paying online saves postage
- Up-to-date account information
- Quicker transaction time avoids late fees

Is the thought of moving making you sick?

Studies show that the three leading causes of stress related illnesses are...
Death—Divorce—MOVING.

Don't let planning your business relocation make you sick. Orion can plan the transition of all your telecom services, allowing you to focus on other critical elements of the move.

LONG DISTANCE

GUIDE TO CHOOSING A SERVICE CARRIER

Sure the easiest way to decide on a long distance service provided is to stick with your local carrier. How do you know if this is the best solution for your business? It can be very time consuming for you to investigate the thousands of different options available. Orion can help you make the right choice for the way you do business now and in the future.

Before you start looking at the carrier options, it is important to **evaluate your needs** and **current usage patterns**. What time of day do you make the most calls? Do you have seasonal fluctuations in call volume? Are your calls across the country or across the world?

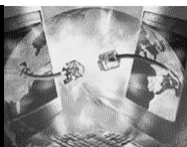
After you've identified your needs, rank them according to importance. Identify a few carriers that are capable of meeting your needs. Let your decision be based upon some key criteria:

- Contract Terms
- Monthly Requirements
- Billing Increments
- Usage Rates
- Carrier Reputation

Do not underestimate the time it takes to plan long distance services effectively. This will only leave you disappointed in the service you receive.

PROJECT MANAGEMENT CONSTRUCTION COMPANY

Challenge



Solution

Customer Challenge:

An area construction company was rapidly growing, adding numerous jobs sites and crew members. With the recent growth they were finding it increasingly difficult to manage telecom services at each location. Services at old locations were left active and services were not always installed according to schedule.

Solution Development:

Inventory Assessment: Documented all services at past and present construction locations. Disconnected unused services, eliminating unnecessary costs.

Change Management: Trained all internal personnel on the key elements of telecom services. Orion took control of coordinating service installations and deactivations at all job sites. This created a central point of accountability ensuring costs were accurate and services were available on time.

Solution Results:

- Reduced network costs by 35%
- Additional 8% savings by disconnecting past services
- Obtained a \$5,000 signing bonus



RING INTO SPRING SPRING CLEANING OUTSIDE THE HOME

The phrase, “Spring-cleaning” has become synonymous with all types of heaving cleaning, whether it be getting rid of clutter or preparing yourself for the seasons ahead.

Spring cleaning is not only common in households but also in businesses. Whether the goal is to cut costs, streamline operations or increase productivity; each business sector should conduct an annual review. An area we notice that is often forgotten is communications services. Overlooking this area can be a very costly mistake.

By Engaging Orion...

- Discover a 28% average cost savings
- Put your mind at ease that all services are inline
- Consolidate the number of carriers and total amount of monthly bills
- Discover promotions or options that are currently available

Set yourself up for success by calling Orion. We will analyze your telecom and make sure you are prepared for the seasons ahead.



Your Cure for the Common Carrier