

# The Communicator

vol. 1  
no. 3

*A Monthly Telecommunications Update from RAM Communications*

## INTERNET SERVICES. WHAT'S BEST FOR YOU BUSINESS? PART I

Because of its importance, RAM is dedicating this space to several installments covering business internet needs. For our first installment we will cover DSL service. Once and for all, let's decipher fact from fiction. DSL service, while very economical, is not all things to all business needs.

DSL service providers cannot guarantee speed or performance. DSL service runs on copper pair or, plain telephone line. Copper phone line creates several internet limitations. First, DSL is distance sensitive. Speed and accuracy gets lost over the distance of the phone line. Second, every DSL provider connects customers to the same public phone equipment. These common connections create 'bottlenecks' where data is lost or stalled. These common connecting points also create serious security issues if your data is of a sensitive nature.

DSL service does eliminate the need for multiple-dial up accounts. DSL is billed a flat monthly fee. Assuming your business is DSL eligible, the service usually performs faster than dial up; however, if your business requires high performance 24x7 or high security, think about T1 internet service.

## RAM TIP: PREPARING FOR THE BIG CHANGE

If your business is preparing to change local and/or long distance carriers, there are some important items you need to have ready to help insure a smooth transition. Certainly there are always factors beyond your control that can make phone service changes difficult. RAM is responsible for making you aware of the telecom challenges that lie ahead. Completing the following laundry list helps both customer and vendor perform a more complete and thorough transition.

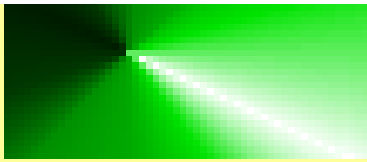
1. **Vendor inventory:** often times businesses are surprised to find mystery vendors among their phone services. Be sure you have every phone number and service provider accounted for before signing up with any new carriers!
2. **Personnel needs:** do you know what your people want or need from their phone services? It's a very good idea to survey your managers and employees for their feedback before you make any telecom changes or additions. Does your customer service department get complaints about busy signals? Perhaps your phone system or service no longer has the capacity available. Your telecom vendor can only fix problems and provide proper services for you with this kind of specific information.
3. **Competitive needs:** businesses are increasingly aware of the importance of good customer service. Is your business competitive in your industry? Are your competitors using technology like voice-over IP, ACD customer service tools, managed VPN and virtual exchange numbers? It may not be easy to get this information, however, surveying your competitor's telecom tools will help you plan accordingly.
4. **Phone equipment survey:** it is very important to have a complete list of your business's phone equipment. Does your business have a key system or PBX? How old is your system? Is it analog or digital? Does your system have battery backup? This kind of information is vital for your service provider. RAM can help you avoid compatibility issues if we know your equipment basics ahead of time.
5. **Long distance concerns:** in general, long distance company changes are much simpler. However, there are some important items RAM needs to be aware of before making new recommendations. Does your company require services such as: account codes, time of day routing, geographic routing, or 800 services? Your business requirements will determine which carriers can best service your needs.

**RAM Communications**

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**Communicating**

*for less*



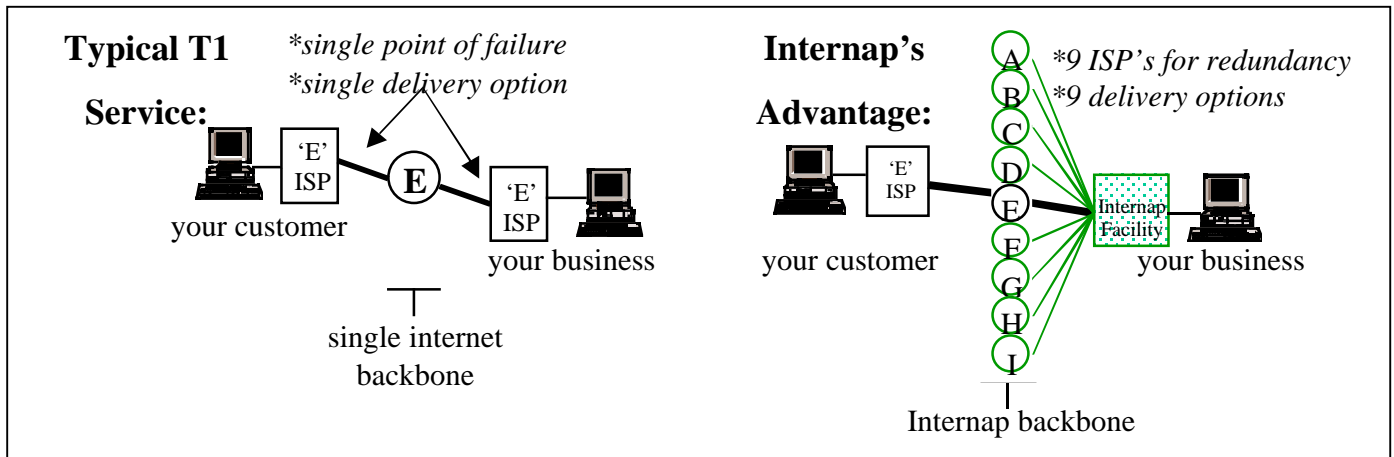
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## RAM WELCOMES INTERNAP AND PAETEC TO THE FOLD

RAM is very excited to announce the addition of two new telecom vendors for our clientele. We've spent the past few months searching for another viable internet provider and dialtone provider. Both Internap and Paetec bring financial stability and product offerings unique to the industry.

### INTERNAP: MISSION CRITICAL INTERNET SERVICES

Internap provides some key advantages over every other internet provider in the industry. Internap provides its clients connections with the top nine internet providers simultaneously. This gives Internap the ability to offer the best service level agreement available. In fact, Internap guarantees 100% service availability 24x7. Here's how they do it:



Internap's Craig Planson and Mark Yurcheschen are both willing and able to provide great support for your company's internet needs. Call RAM today for more information.

### PAETEC: ACCOUNTABLE, INTELLIGENT PHONE SERVICES

Paetec is fairly new to the Chicago area, however they are well established throughout the rest of the country. Their client resume reads like a 'Who's Who' of higher education. Every Ivy League school, including Harvard, Princeton and Yale, use Paetec as their primary telecom provider. In Chicago, DePaul has also chosen Paetec for their phone service needs. Paetec doesn't limit themselves to universities and government agencies. Paetec has an outstanding reputation with businesses of all kinds. The privately held company is based out of Rochester, New York and formed in 1992. Paetec is the only telecom we are aware of to achieve ISO 9002 standards. Simply put, Paetec is confident enough in their abilities to provide complete documentation of their processes. RAM was ultimately convinced to represent Paetec because of their site survey practices. Paetec's site survey checks the client's premises for line capacity, line condition and service availability. This practice insures smooth and safe service transitions for the client. RAM is very happy to represent Paetec because of their customer driven approach. For those of you contemplating phone equipment upgrades or changes, ask RAM about Paetec's 'Equipment For Services' program.

### ACRONYM CORNER

Here are some more acronyms for your telecom dictionary:

- CPE Customer Premise Equipment
- PSTN Public Switched Telephone Network
- LOA Letter of Authorization (releases customer phone information to another carrier)