

Inside:

Page 1

Is there value in QoS?

Page 2

Who Said That?
The Lines are
Blurring...Intro IPTV

Page 3

FYI...
Find Out More



Is there value in QoS?

Most business consumers have become familiar with the term, bandwidth. Bandwidth, or lack thereof, affects today's work environment in a number of ways. Without the proper level of bandwidth, emailing, file exchanging and remote user access doesn't perform to a standard we're all accustomed to. For businesses using IP-based telephony, bandwidth is the catalyst that drives the ship.

In the telecommunications business, we have learned some valuable lessons about bandwidth. First, it's not very efficient installing multiple T1 circuits when most of it won't be in use. It's not very prudent to bring in a bulldozer's worth of bandwidth when a shovel may do. Purchase only what you need today with some room to grow.

This concept works into lesson two: the value of bandwidth allocation. We know within our own businesses what the most important aspects of the company are. These are our critical data applications that must receive high priority. In order for each application to work at its peak consistently, then a technology must exist that can feed each one specifically.

There is a solution and its name is QoS, or, "Quality of Service". QoS is a protocol for prioritizing which applications receive bandwidth and how much. To refresh, a protocol is a program that has a predetermined set of rules that has the ability to make decisions. Phone vendors and telecom companies associate QoS with IP telephony. QoS is a key ingredient to ensuring data and voice calls get the bandwidth they need.

Cont'd on page 3

Cont'd from page 1
QoS

Without QoS, there aren't any assurances that a phone call or a critical document will be delivered over your computer network. If, for example, the CEO's son, Johnny, is visiting the office one day, he could create lots of problems just sitting at Dad's computer. If Johnny decides to download ten iTunes and three new video games and the network's Internet T1 has no way of prioritizing its bandwidth, other users could slow down to a crawl.

Here's how it works. We program the QoS to keep a certain amount of bandwidth dedicated to critical applications and the remainder can be given priority to items such as voice calls. QoS specifically tells the T1 circuit where to deliver bandwidth and just as important, where and when to put Johnny's downloads on ice.

Cont to page 3

Who Said That?



William Preece

"I have a telephone in my office but more for show, as I do not use it."

William Preece, to a meeting of the Society of Telegraph Engineers, 1879.

The Lines are Blurring...Introducing IPTV



At this year's Telcom '05 Conference, just held on October 24-26, Microsoft's Phil Corman, Director of Worldwide Eco System spoke about the 3rd subscription of TV called Microsoft TV.

IPTV (Internet Protocol TV) is a cooperation of numerous companies including Microsoft, SBC, Bell Canada, Verizon, British Telecom, Alcatel, HP and IBM to name a few players.

At the convention, Mr. Corman showed the audience a demo of IPTV displaying some of the bells and whistles. Some of those include supporting SD & HD, instant channel changing, picture in picture, surfing the TV, functions of pause and fast forward as well as renting a season of *6 Feet Under* instead of subscribing to the entire channel.

It was a presentation to WOW the audience, which wasn't heard. It did get the sports enthusiast excited as they can watch multiple games, the TV notify them of a favorite player coming out onto the field and a replay feature to watch the magic over and over. I guess all we can do is stay tuned...

FYI...

Contd from page 2

QoS prioritizes and protects your bandwidth where you need it most.

QoS is a critical step forward in delivering bandwidth performance to businesses. Because of QoS, VoIP and other VPN services have become more reliable. Talk to RAM Communications today about QoS. We can help ensure your business runs more efficiently –despite the CEO's son.



Does the FCC Regulate VoIP?

The Federal Communications Commission (FCC) has worked to create an environment promoting competition and innovation to benefit consumers. Historically, the FCC has not regulated the Internet or the services provided over it. On February 12, 2004, the FCC found that an entirely Internet-based VoIP service was an unregulated information service. On the same day, the FCC began a broader proceeding to examine what its' role should be in this new environment of increased consumer choice and what it can best do to meet its role of safeguarding the public interest.

For more information on the FCC and VoIP visit <http://www.fcc.gov/voip>.

Find Out More...

- I want to learn more about QoS.
- I'm interested in RAM quoting my company a price for my telephone service.
- I'm interested in learning more about VoIP.
- I'm interested in learning more about RAM's Professional Services.
 - Try a few of our most popular services:
 - Billing Audit
 - Audit of the Phone System and Equipment
 - Moving to a New Location

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