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**Saving Businesses  
Time, Money and  
Aggravation** ©

## **Redundancy Services: Why Your Business Needs It**

Very few things in life work perfectly. This fact is well known among business owners and operators. Experienced managers know they need to plan ahead and protect their businesses from difficulties.

Planning is essential in order to protect your telecommunications infrastructure as well. While it is true that phone and internet services are very reliable, it is still advisable to have back up plans in place. Just ask yourself how much revenue your business could lose in lost productivity during an outage.

Our staff at RAM can help you answer these questions and build an affordable strategy. We work with businesses from 5 employees to 2,000. There are options available for all sizes, budgets and mission-critical items. In our experience, back up services should provide three components.

**Serviceability during power outages** -battery back up power for phone systems and computers is an inexpensive way to protect your hardware and keep systems operational.

**Capacity for key functions** -operating budgets have to be kept lean but you need to have enough POTS lines and DSL in place to handle customer calls or online inquiries during an outage.

**Ease of Use** -the effectiveness of back up services is in direct proportion to how easily your staff can use them. Our staff works with clients to integrate phone lines and Internet services so end users make as few adjustments as possible. In fact, an effective strategy should be as undetectable as possible to your staff.

Contact RAM Communications today and we'll be happy to consult with you on an effective Redundancy Strategy for your business.

[www.ramcomminc.com](http://www.ramcomminc.com)

## Telecom 101: What is a POTS line?

### Plain Old Telephone Service



- POTS, is a term which describes the voice-grade telephone service that remains the basic form of residential and small business service connection to the telephone network in most parts of the world. The system was originally known as the *Post Office Telephone Service* or *Post Office Telephone System*. Today the term *Plain Old Telephone Service* is used, after the services were removed from the control of national post offices.
- The pair of wires from the central switch office to a subscriber's home was called the subscriber loop. It was typically powered by 40V(DC) and backed up by a large bank of batteries in the Central Office, resulting in continuation of service during most commercial power outages.
- The modern, 64Kbps service is a bi-directional, or full duplex, voice path with limited frequency range of 300 to 3400 Hz: in other words, a signal to carry the sound of the human voice both ways at once. Today, it is also used for internet access via a dial modem, DSL, fax, credit card terminals, etc.

**RAM believes it's important to educate business clients about the telecommunications services that keep them linked to the world. After all, doesn't it make sense to understand what services you have and why you're using them? We've developed a library of basic information about various products and services. If you would like to see more examples, please visit the Telecom 101 link at [www.ramcomminc.com](http://www.ramcomminc.com) today.**

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