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Saving Businesses
Time, Money and
Aggravation

Virtual Phone Numbers: Making the Most of Your Marketing

Suppose your business wanted to have a local marketing presence in Schaumburg and your business resides in Naperville. A Schaumburg phone number would help you attract prospects in that region. But how would these calls get to your business in Naperville? By using *virtual phone numbers* you can receive these important calls as if you're right next door.

Traditionally, remote call forwarding takes an incoming call and sends it to another *physical* location. Phone companies charge \$13.00 to \$20.00 per month per number to perform this service. Virtual phone numbers, by contrast, deliver calls directly to your phone system using a virtual local network - without the expense of physical forwarding. Here's an example of the power of virtual numbers. A business can use 630, 773, 312 and 708 numbers directly on circuits in the 847 area code. Each number actually resides on your local network so callers from all over Chicagoland are 'virtually' next door.

Several of RAM's clients have used this technology effectively for years now. For those who depend on Yellow Pages or local web marketing, virtual numbers expand advertising presence and allow smaller organizations to compete with larger competitors. In some cases, we've saved clients hundred of dollars per month in marketing costs while expanding their reach. In today's economic environment, this affordable and effective marketing tool gives your business an important competitive edge.

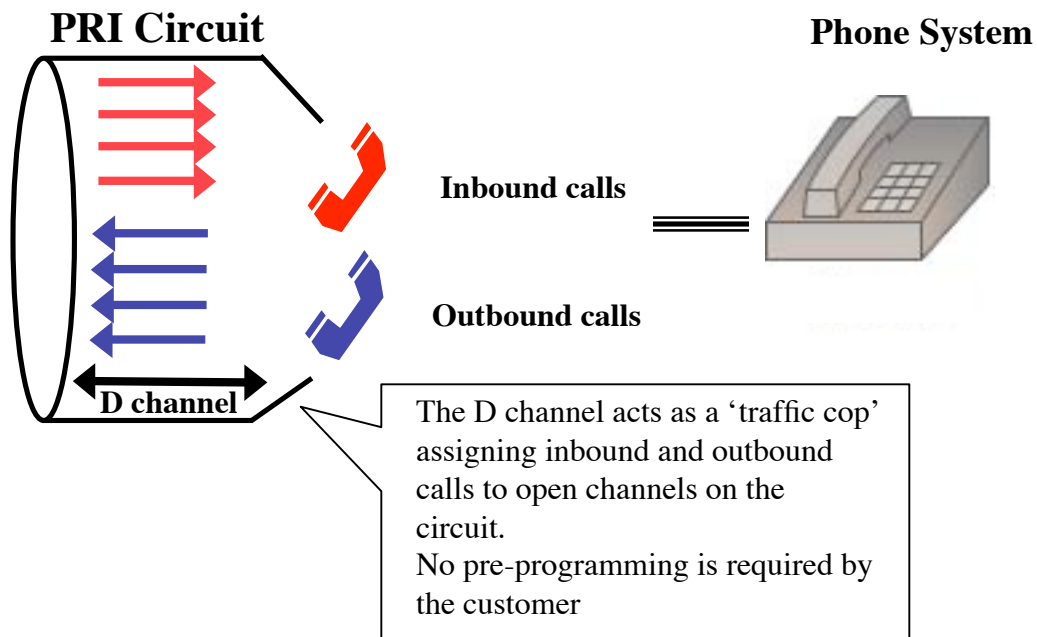
To make this technology work, businesses need a PRI circuit and a phone company who can provide virtual numbers. RAM can help your business determine the right carrier. As always, we will take care of the design and implementation of your new service. Call us today for more information.

Regards,

Rob McCoy
RAM Communications

Telecom 101: What is a PRI?

PRI/T1 Circuit (1.5 MB)



- A PRI (Primary Rate Interface) is a T1 circuit comprised of 23 B channels and 1 D channel for 1.5 mb
- Used for business services of all sizes and applications
- Applications include voice, integrated services and VoIP
- A single PRI can handle up to 23 simultaneous calls
- PRI Circuits are used by businesses for maximum voice capacity for the dollar

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