

Hot Tip #17



The Transformation of Telecomm

This year ITS is celebrating 20 years in business! Over the last 20 years the telecommunications industry has changed drastically, but what is more important is how it will change over the next few years and what ITS is doing to prepare for the changes so our customers recognize the benefits and not the potential issues!



The current changes impacting the telecommunications industry are being driven by technology that will within the next couple years affect each and every business we serve. VoIP (Voice over Internet Protocol) has attained the reliability that we have come to expect from traditional voice communications, more and more companies will be moving their telecommunications services to VoIP. The day will soon come where all voice communications will be delivered on the IP network. While VoIP has its benefits, it may not yet be the appropriate solution for all customers today. This is why ITS continues to offer a wide variety of solutions for our customers, including VoIP, Digital Circuits (PRIs) and traditional analog solutions. Please be assured we are and will continue to watch for and evaluate new technology solutions that would benefit our customers.

For confirmation on what the big teleco's are doing to drive this change, the link below is to an article from Connected Planet an online industry magazine regarding a request AT&T made to the FCC to sunset (or end of life) the Public Switched Telephone Network (PSTN) also known as your traditional analog phone network. Because this request has been made doesn't mean that anything is going to happen right away, but it provides a backstop for things to come. Think about how over the few years television has gone digital and finally at the beginning of this year people who hadn't yet converted were forced to purchase a converter box to replace their old rabbit ear antenna's. A similar transition is taking place in the telecommunications industry. You can expect to see the price of analog services rise in an effort to support the costs of the aging network as well as some fairly large carriers either going away or being absorbed into even larger carriers, rather than investing in updating their networks to fully support the new technology.

http://telephonyonline.com/residential_services/commentary/att-ends-pots-0104/

The digital age is upon us and ITS is your partner now and in the future to ensure that when changes come, you are not only prepared for them, but the implementation goes smoothly and painlessly.

For more information the ITS VoIP offering, visit our web site at www.its-omni.com or [click here](#)



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ITS realizes that these days all businesses are looking for ways to save money and improve efficiencies. In response to this, ITS has put together this Hot Tips mailing with the goal of providing our customers tips on how to save money or improve efficiencies in their business. You can look forward to a new Hot Tip in your mailbox every month.

At ITS, we truly value our customers and are committed to helping you with your communications and networking solutions by being your telemangement expert so that you can focus on what you do best and not worry about technology getting in the way. If you have ideas you would like us to explore further or would just like to send us feedback, please send an email to HotTips@its-omni.com.

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