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# ITS News! e-Newsletter

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## Telecom Fun Fact #1

The longest phone cable is a submarine cable called FLAG (Fiber-Optic Link Around the Globe). It spans 16,800 miles from Japan to the United Kingdom and can carry 600,000 calls at a time.

## Telecom Fun Fact #2

The telephone is the most used piece of communication equipment in the world.

## Telecom Fun Fact #3

In the year 1900, the first coin telephone was installed.

Dear Lisa,

Welcome to the Q1 edition of ITS News!

Hello from all of us at ITS and thanks for taking some time to read our quarterly newsletter! It is our goal to provide you with up to date information about ITS' products, services, and events as well as provide you with useful information and tips that add value to your business.

We hope you find the information in this edition of ITS News! useful and can incorporate some of the ideas into your business practices. As always we appreciate your feedback - particularly with our new format! Thank you for being a valued client and for reading our newsletter!

-Crystal Jafari,  
Marketing Specialist

## Letter from the President

Just as quickly as it came, the first decade of the millennium has come to a close and a new year is upon us. In 2011 ITS will strive, as always, to provide our client base with exceptional service and the newest in communication technologies to add value to your business. This year, we plan on adding a number of new products and services to our product suite, including our new e-fax offering, that provides in-and-out bound e-fax capabilities, we are excited to announce, is available in March! Make sure to keep an eye out for periodical notices announcing other new products and services that you may also find to be beneficial to you. Finally, I'd like to take a customary moment to acknowledge our client base and thank them for being loyal ITS clients, allowing us to reach this milestone of 20 years in business. I wish you and yours the best of luck in the New Year.



Best Regards,  
Sharon Woods  
President and CEO

**Joke: How can you tell if a bee is on the phone?  
You get a buzzy signal.**

### ITS Receives 20 Year Award from Simi Valley Chamber of Commerce

As many of our readers are aware, ITS is celebrating its 20th year in business! ITS first opened its doors in May of 1990 - two *decades* ago - as a modest office on the west side of Simi Valley. 20 years later, ITS has become a thriving small business, occupying a deluxe office suite on the east side of the city. ITS boasts some 700+ clients and remains passionate about providing exceptional customer service to each and every one of them. As our mission states:



Rick Minyard, Executive Vice President (2nd from left)

*"It is our promise to provide a single source solution for all the communication and technology needs of our clients. ITS pledges to maintain a keen sensitivity to clients requirements, a dedication to providing cost effective solutions with leading edge technologies, a commitment to corporate responsibilities, involvement in the community and the industry, and an unwavering loyalty to our valued clients, employees, providers and shareholders."*

We remain ecstatic to have found such a loyal client base who have allowed us, alongside our progressive corporate culture, to reach this milestone. The Simi Valley Chamber of Commerce, of which ITS has been a member since our first year, has recognized this feat by honoring ITS at their 2011 Chamber Business Achievement Luncheon. ITS' Executive Vice President, Rick Minyard- pictured above, was in attendance at the luncheon and received the Chamber of Commerce 20 Year Member Award.

### VoIP Myths - BUSTED!

There are a number of misconceptions surrounding VoIP technology which have made small business owners weary of trying out the new technology. ITS wants to help clarify some of these myths and provide some hard facts regarding VoIP and its potential benefits for your business.



#### **Myth #1 Unacceptable Call Quality**

One of the most ironic VoIP myths is that of inferior call quality experienced through VoIP calls. VoIP technology's very nature is providing improved call clarity. This is because the analog voice signal is converted to a digital format to compress and translate over the Internet, which is designed to eliminate data interference. The prioritization of voice traffic over other data ensures the highest call quality available.

#### **Myth #2: Primarily for Techies or Large Businesses**

Though VoIP technology was *created* in the technology sector, VoIP phone services are suited for small businesses of all kinds, particularly since smaller companies tend to rely upon more mobility for their agents, representatives and employees. VoIP phone operations offer unmatched flexibility and scalability that has never been available from land line services.

#### **Myth #3: Set-Up and Management is Costly and Difficult**

The truth is that there isn't a phone system available that is easier to set up and manage than VoIP - whether it is a basic, hosted or integrated phone service. In fact, many hosted VoIP solutions require very little

to no hardware on site for a technical person or customer to manage.

#### **Myth #4: New Technology is More Troublesome**

As it is with most innovation, businesses struggle with the fear of change, before realizing that the new methods will actually free them from older, more costly services. Once the simplicity of VoIP is realized, it will actually be more appealing on every level, than any traditional phone service could ever be.

Now that we've cleared up some of the biggest VoIP myths - here are some questions to ask any Hosted PBX provider you may consider:

- What startup costs are there beyond setup and equipment fees?
  - Often times these are where hidden charges are incurred, as service providers fail to account for phones, extra servers, interface cards and other add-ons that are required to get service. ITS ensures that all quotes reflect realistic expectations of cost and ask a number of proactive questions (such as predictive call and bandwidth usage) in order to avoid any underquoting. You will always know what technology your business requirements demand as well as an accurate and reasonable price to meet these demand requirements.
- What day-to-day usage costs are not covered by my service plan?
  - Such costs may include the rates for international calls or for the use of conference calling and other advanced features. With ITS' Hosted IP PBX solution, all plan features are clearly laid out for you so that you are aware of what is available and can forecast costs accurately.
- How do you guarantee your quality of service?
  - As a business owner, you must always have a contingency plan for any problems that may arise and this plan should ensure that support will be available to you and your employees if your new system experiences any problems. At ITS, our technical support staff are VoIP experts who are available to you 24 hours a day / 7 days a week. Our team is trained the get the problem solved, whatever that may take. While others are pointing fingers and placing blame, ITS steps in and acts as your one main point of contact to ensure that wherever the problem has occurred it is resolved in a timely manner.
- How do I know you are going to be around in two years, let alone three?
  - Telecommunications and VoIP is an industry of consolidation and aggressive competition. Your provider should be a stable one and you want to make sure that your contract is binding even if your provider gets acquired, ideally with a smooth transition to the new provider with no change or an ability to opt-out. With ITS you are working with a company who has been in the industry for over 20 years and has been an acquirer as opposed to an acquiree. With this, you will have the piece of mind that you are doing business with a stable, experienced provider who will be here for years to come to help you and your business grow while saving money and taking advantage of the newest in communications technologies.

Convinced VoIP your business is ready for VoIP? Still uncertain whether or not transitioning to VoIP will be beneficial for you? Contact an ITS representative today at 800-876-4ITS (4487) and mention this article for a free bill analysis to determine how your business can benefit from VoIP. Or visit [www.itstelecom.com/voip.htm](http://www.itstelecom.com/voip.htm) for more information.

**Joke : How does a lobster answer the phone?  
Shello?**

#### **New e-Fax Solution Has Arrived!**

Are you tired of the high cost and lack of privacy that can be associated with a traditional fax solution? Would you like to have access to your faxes and the ability to retain them in an organized manner from anywhere in the world?

If these are some features that you are intested in, perhaps it is time to transfer your business to ITS' new e-fax. With the ITS e-fax solution, you can convert faxes to emails as well as emails to faxes. We can even port your existing fax number, to ensure your business retains its exisiting number or is able to obtain one that you desire.



Check out some of these features available to our e-fax customers:

1. Virtually anything on your computer can be faxed.
2. Auto retry from with the network - send and forget
3. Real-Time Web Reporting
4. Web Resend Capabilities
5. Web Management of Accounts
6. Global fax network increases the reliability of fax delivery

The ITS eFax web portal has a number of particularly attractive features that need to be highlighted such as:

- Ability to create your own reports
- Download reports into CSV or Excel
- Resend or forward a fax from the web
- View send and receive history

Contact an ITS representative at 800.876.4ITS (4487) today to find out more about our e-fax solution and determine if it may be a good fit for you and your businesses needs!

### Broadband or Bust

When discussing internet access services, many believe that access at any speed is considered "broadband". However the FCC has determined that a whopping 68% of US broadband connections are in fact, not broadband at all. Broadband is classified as a minimum speed of 4Mbps downstream and 1 Mbps upstream. Therefore more than two-thirds of broadband internet connections in the US are not broadband.

Often times, higher bandwidth speeds that are considered to be bandwidth are *available* to consumers, however they choose not to purchase them. (The FCC report did not account for inaccessibility in certain rural areas.) The disconnect between having it available and its actual purchase may be attributed to several different things including a lack of knowledge in the benefits of obtaining a higher amount of bandwidth, no need for higher bandwidth or simply because higher speeds are too expensive. With a limited number of internet access providers competing in the market, prices are not as competitive and therefore consumers may opt for lower cost, slower services that suit their minimal needs. ITS has recently brought on board a number of bandwidth services, at affordable rates to meet your needs. Whether you are a small office looking for basic internet access or a large corporation in the market for broadband speeds between 5M and 1G.



ITS' bandwidth product suite includes :

- DSL (SDSL or ADSL)
- T1, Bonded T1 circuits, 5M to 1G Direct Internet Access Circuits
- Ethernet Handoff

ITS' bandwidth services are fast, responsive and reliable ensuring mission-critical uptime and performance with industry leading SLAs. Our T1 bandwidth offerings come standard with at least QoS/CoS level 3, often times 4 - and upgrades to level 5 available at an affordable rate. Also, rest assured with expert support available to you 24/7/365, providing priority response times in case any troubles should arise.

Not sure if your business can afford or benefit from a greater bandwidth solution? Contact an ITS representative at 800.876.4ITS (4487) today and ask for a review of your account to determine how we can increase productivity and lower your bill through the use of bandwidth.



Sincerely,

Lisa Atwood  
ITS -- Integrated Telemanagement Services, Inc.

**\$20 off any New Service**

*Celebrating  
20 Years  
in Business!*

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Telemanagement  
Services, Inc.

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mention promo code: ITS2020-11  
offer expires 3-31-11

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