



# D&M Communicator

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## SPECIAL POINTS OF INTEREST:

- Learn how to read your phone bill (page 1)
- D&M has a new tool to help manage all your voice, data, Internet and wireless expenses (page 2)
- Do you know what slamming is? (page 3)

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## From The Desk Of The President

Welcome to the first issue of the *D&M Communicator*, a monthly newsletter that will keep you up to date on new happenings both within the telephony industry and at D&M. Each installment includes:

- Money-saving tips in the "Learn How To Read Your Bill" section
- Useful information in the "News You Can Use" column
- A sales tip to pass on to your sales team garnered from my 20+ years of sales experience
- Telephony terms and acronyms explained
- Plus an amusing business anecdote titled "Did You Hear About..."

Instead, my hope is each installment will serve as a reminder that you can call me or your D&M representative at any time for assistance on an issue you



Steven Gerhardt, President, D&M Enterprise Group

This newsletter is not meant to be a one-way communication.

may be experiencing or to add services.

In addition, if you have an area of interest you would like me to write about, email me at [steven.gerhardt@DMENTERPRISE.NET](mailto:steven.gerhardt@DMENTERPRISE.NET) with your suggestion and I'll address your concern in an upcoming issue.

I look forward to receiving your feedback and learning you find this newsletter to be a helpful tool.

As we begin another year, I want to take this opportunity to wish you, your family and your co-workers a happy, healthy and prosperous 2007.

Steve

## What To Look For On Your Phone Bill

### Are you willingly allowing the phone company to overcharge you?—Not if you're a D&M client!

If you were checking out of a hotel after a two-night stay would you want to pay for a five-night stay?

You may be surprised to learn that that is exactly what is happening on your phone bill if you are being billed in 60 second increments. In effect, you place a call that lasts 10 seconds but your carrier charges you for a 60

second phone call.

To avoid incurring this unnecessary overcharge on every phone call your company makes, you need to make sure you are being billed in 6-second increments with a 6-second minimum. This is an industry standard that nearly every carrier will concede, as long as you know to ask for it.

If you are a D&M client, you can rest assured that we have already negotiated a 6-second billing increment rate on your behalf.

If you are not a client and want to know what your billing increment is, contact D&M and we will analyze your bill for free. If it is determined you are not being billed in 6 second increments, D&M will work with your carrier to renegotiate your rate terms.

Keep in mind that 6-second billing/6-second minimum is the norm for domestic calls. For international calls you should negotiate a billing increment of 6 seconds with a 30-second minimum.

# Introducing COMMAuditor



**D&M's COMMAuditor tool will guarantee you are not overcharged.**

## The Best Violins

Three violin manufacturers have all done business for years on the same block in the small town of Cremona, Italy.

After years of a peaceful co-existence, the Amati shop decided to put a sign in the window saying: "We make the best violins in Italy."

The Guarneri shop soon followed suit, and put a sign in their window proclaiming: "We make the best violins in the world."

Finally, the Stradivarius family put a sign out at their shop saying: "We make the best violins on the block."

Since July, D&M has been developing proprietary software to micro-manage every aspect of our client's communications expenses.

This service, which will be available in the first quarter of 2007, is called COMMAuditor and it will track all facets of our clients voice, data, Internet and wireless expenses to ensure they are being charged the contracted rate and only for assets that have been requested.

D&M's COMMAuditor system serves as the backbone of our telephone expense management tool. Using this system D&M's experienced Project Managers can:

- Quickly and easily determine if your invoices are accurate and point out all discrepancies
- Track your telephony-related assets
- Allow you to generate and follow trouble tickets from creation to resolution
- Highlight savings opportunities based on underutilization of resources
- Monitor wireless assets
- Help you take control of your communication and data expenses

The process starts with a comprehensive review and inventory of your telephony-related assets. All assets are categorized and logged into the system. More than just listing the number of circuits you have, this database includes all rates, terms and miscellaneous charges. It also accounts for all freestanding equipment such as cell phones, fax machines, PDAs and other communication equipment.

How does COMMAuditor work? Each month, at your option and through special arrangements with the leading carriers and service providers, your invoices can be downloaded directly into the COMMAuditor system. The

rates, equipment and line charges are analyzed and checked against the information in the inventory database.

Any discrepancies are instantly detected and brought to the attention of a D&M Project Manager via an email generated from COMMAuditor's notification program. The Project Manager will immediately contact the vendor to rectify the billing error and either have a new invoice sent or have credits issued.

More than just a static system that detects billing errors and maintains your telephony inventory, the COMMAuditor program allows you to generate and track trouble tickets in



**COMMAuditor is a combination of proprietary software and exceptional customer service.**

real time, check the status of any number of projects being administered by D&M, as well as generate C-level reports that track trends and predict future usage and expenses.

The system also provides insight into areas of savings based on underutilization of resources. For example, if you have a satellite office that is paying for three T1s, but historical traffic suggests that one T1 can easily handle the load, the system will alert your D&M Project Manager of the savings opportunity.

Not limited to tracking only voice, data and Internet lines, the system's robust resources allow you to monitor wireless

usage as well. When combined with the inventory tracker, you will never pay for another ex-employee's phone bill, or for their wireless computer card or BlackBerry.

Once the system receives notification that an employee has left the company, the resources associated with that employee will either be flagged for use by another employee or turned down. You can also track "heavy users." Plus, all wireless bills are analyzed to ensure you are being charged at the contracted rate and only for the equipment in inventory.

Aside from tracking voice, data, Internet and wireless assets, COMMAuditor tracks all vendor contracts, including providing reminder notices via email six and three months prior to the notice period to prevent an automatic renewal clause from going into effect.

And when it comes time to negotiate or renegotiate your contracts, because of the data gained from the COMMAuditor system, D&M will be able to do so from a position of strength.

Another helpful feature of the COMMAuditor system is an online calendar that tracks and provides a history of all MACD (move, add, change, delete) orders. The calendar also shows all trouble tickets (issue date, status updates and resolution), installation dates and times as well as contract issue and expiration dates. The calendar is set up in 5-year increments, to coincide with the maximum length of a carrier agreement.

The end result is a powerful tool that can reduce your communication expenses by 23% or more, and allows you to take an active role in controlling one of your largest line item expenses.

# Telephony Terms: Slamming

In each issue of D&M Communicator we will describe in layman's terms a commonly used telephony phrase or acronym. In this issue we unravel the mystery behind "slamming."

Slamming is a term used to describe any practice that changes a consumer's long distance carrier without the customer's knowledge or consent. The [Federal Communi-](#)

[cations Commission's](#) policies and rules prohibit slamming and the FCC enforces these [policies and rules](#) through investigation of individual complaints and patterns of slamming practices.

FCC rules require a long distance company to obtain a customer's authorization in order to change his or her long distance service. One method of obtaining this au-

thorization is by a Letter of Agency (LOA), provided by a long distance company, in which the customer, in writing, says that he or she wishes to switch long distance companies. The Commission's policies also protect consumers who receive higher bills as a result of being slammed. These consumers will be required to pay only the toll charges they would have paid to the original long distance carrier.

## Sales Tip Of The Month

If you do all of the talking, how will you learn your prospects-needs? Remember, God gave you two ears and one mouth so you will listen twice as much as you talk.

## News You Can Use

Most consumers know that dialing 9-1-1 will put them through to an emergency operator and that dialing 4-1-1 will get directory assistance. What about the other X-1-1 numbers?

Fortunately, these numbers put a world of free useful information at consumers' fingertips. See below for an explanation of what each number provides:

2-1-1 is a relatively new service -- sponsored in large part by the United Way -- which puts callers in touch with community services offering information on topics such as job training, mental health, addiction, and debt counseling, low-income housing assistance, and senior citizen and youth programs. Services offered vary widely by city and locality, however.

3-1-1 is the number for non-emergency services, providing fast

access to emergency operators that are not currently handling 9-1-1 calls. Some examples of non-emergency situations that could necessitate a call to 3-1-1 include reports of suspicious persons, noise complaints, debris in roadways, or minor injuries.

5-1-1 is a fast way to obtain traffic information from landline phones and many wireless phones. According to the U.S. Department of Transportation, 5-1-1 is designed in part to deliver more route-specific information than one would receive in a 30-second traffic update on the radio. 5-1-1 is currently fully available in 20 states and parts of California, Florida and Ohio. 27 other states have 5-1-1 systems in various stages of planning.

6-1-1 should be used to report problems with telephone service. Callers dialing 6-1-1 from their home phone may be charged a fee

to report an issue. 6-1-1 can also be used free of charge to report problems with a payphone. Many wireless companies use 6-1-1 or \*6-1-1 as a short number to call to reach customer service for the carrier.

7-1-1 should be used to reach the Telecommunications Relay Service (TRS), which translates voice calls to telecommunications devices for the deaf or hard of hearing and vice versa. Every U.S. telephone company is required to connect calls to 7-1-1 to a TRS center, though VoIP carriers are not currently subject to this regulation.

8-1-1 has traditionally connected callers to the local telephone company's business office. However, by early 2007, that function will be assigned to 6-1-1, and 8-1-1 will be used by contractors and others to contact regional services that coordinate digging projects to avoid hitting underground utility lines.

## “Did You Hear About...”

Charles Steinmetz (1865-1923), a German-born American electrical engineer and inventor [noted for his research on alternating current which facilitated the development of advanced electrical generators and motors] was once called out of retirement by General Electric to help them locate a problem in an intricate system of complex machines.

Having spent some time tinkering

with and testing various parts of the system, he finally placed a chalk-marked 'X' on a small component in one machine.



Charles Steinmetz

GE's engineers

promptly examined the component, and were amazed to find the defect in the precise location of Steinmetz's mark.

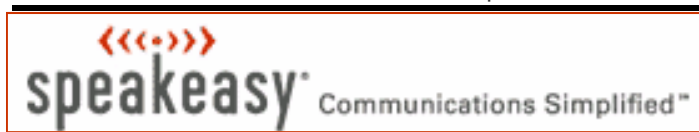
Some time later, GE received an invoice from the wily engineer for \$10,000. Incredulous, they probed the bill and challenged him to itemize it. Steinmetz did so: "Making one chalk mark: \$1," he wrote. "Knowing where to place it: \$9,999."

# D&M Inks Agent Agreement With speakeasy

D&M is proud to announce it has entered into an agreement with speakeasy to provide VOIP, Internet T-1's and DSL. In addition to offering very competitive pricing, speakeasy also offers an outstanding lineup of products.

Since 1994, speakeasy has consistently earned customer loyalty by staying ahead of the technological curve and providing unparalleled service. As they

enter their second decade as a broadband industry leader, their focus is on simplifying small business communications with voice and data solutions that improve



performance and productivity. Speakeasy also offers cost-effective Voice over Internet Protocol (VoIP) services

loaded with features and tailored for home offices and small businesses. Logical speakeasy service packages make it virtually effortless for busy professionals to integrate voice and data communications.

To see if your company can benefit from a speakeasy solution, contact a D&M representative today by calling 732-772-0052 or emailing [customerservice@DMenterprise.net](mailto:customerservice@DMenterprise.net).

## About D&M

Founded in 2001, D&M Enterprise Group has more than 10,000 satisfied clients. D&M utilizes a consultative approach to examine thoroughly every aspect of each client's telecommunications needs and then recommend specific cost-saving and performance-enhancing solutions. We specialize in medium to large scale applications that include DS3, T1, as well as phone equipment installations.

As independent telecommunications experts, we have the luxury of offering our clients objective advice that truly serves their best interests. Once our clients' telecommunications needs are identified, we match these needs with the services offered by more than 20 of the nation's leading carriers and equipment manufacturers we represent. Because we have the ability to select from a wide variety of carriers and equipment, we can guarantee our clients that they are getting the **best solution** available at the **lowest possible cost**.

HOW WE DO IT: D&M does all the comparison shopping for you! Using proprietary software, D&M analyzes your existing communication, Internet, and data transfer usage. Once this analysis is complete, a comprehensive, customized proposal is prepared that shows the savings you can expect from competing carriers who can provide the same, or in some cases, superior service, at a lower price. Based on your needs, D&M will also recommend service and equipment changes that will save you money too.

In addition, D&M uses proprietary software, which we call our COMMAuditor system, to analyze every invoice to ensure you are being charged at the contracted rate and that you are not charged for equipment or services that were canceled. We also track all your telephony assets and vendor agreements.

The combination of increasing the efficiency of your business by ensuring you are using the proper services and equipment, along with monitoring your bills for accuracy, guarantees your company will be performing at maximum efficiency without overspending.

As your single point of contact, D&M makes it easy for you to spend your valuable time running your business while we make sure your telecommunications, Internet and data transfer needs are being supplied by the highest quality providers at the lowest possible cost.



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