



D&M Communicator

VOLUME 1 ISSUE 7

JULY 2007

SPECIAL POINTS OF INTEREST

- **Is Your Company Prepared If You Lose Voice And/Or Data Services?** (page 1)
- **VoIP—Is It Right For Your Company?** (page 2)
- **Picking The Right Cell Phone Made Easy.** (page 3)

INSIDE THIS ISSUE:

From The Desk Of The President	1
Redundancy Is Worth Taking A Second Look	1
Is VoIP Right For Your Company?	2
7 Tips To Picking The Right Cell Phone	3
Did You Hear About...	3
D&M Partners With TNCI	4
About D&M	4

From The Desk Of The President

When considering what to include in each issue of this newsletter, I often look at what telephony issues I have to deal with for my own company. My thinking is that you probably have to contend with the same issues I do.

With this in mind, this newsletter includes articles on three points I recently had to work through for D&M — how to protect my company in

the event we lose our voice and data services (see the story



Steven Gerhardt, President, D&M Enterprise Group

below on redundancy), whether to add a VoIP system to my office (see page 2), and selecting a new cell phone (see page 3).

If after reading these stories you would like to discuss how D&M can help you address these issues, or any other voice, data or Internet concerns you may have, call us at 1-888-357-5055 or email us at customerservice@DMenterprise.net

steve

Redundancy Is Worth Taking A Second Look

If your business is like most, you probably get your voice and data services from one provider. This is not a problem as long as that provider never goes down. Unfortunately, the likelihood that this provider has an outage is not an "if" scenario, but a "when" scenario.

The question you should consider now is what will you do when that inevitable day arrives. With some easy-to-implement steps, you can prevent your business from coming to a screeching halt when your carrier crashes. The key to a preventative plan is to set up a redundant system. Don't let the name fool you. You don't need to double the telephony and data bandwidth you currently use; you just need to set up your current system with some built in fail-safes.

Here are some simple things you can do to assure that your voice and data services don't simultaneously go down.

1. The easiest approach to protect your business is to use different carriers for your voice and data services. The odds of both carriers having a major network outage at the same time are extremely rare. Therefore, even if one carrier goes down, you will

still be able to conduct business via the live service from the alternate carrier. To take advantage of this approach, when installing a T-1 or a PRI for voice, you should always keep a few POTS (plain old telephone service) lines available in the event of a carrier crash. If the T-1 fails you can still receive calls and make calls on the POTS lines.

2. The phone service for most office buildings connects at what is called the "entrance facility," also known as the Dmarc or MPOE (minimum point of entry). If your building has more than one entrance facility (and most do), divide your service up so that one carrier is providing service through one entrance facility and another provider through a different entrance facility.

3. If you have more than one T-1, make sure they are on 2 different DS3's. A T-1 can crash for many reasons, with the two most common being your DS3 goes out or a smart jack goes bad and requires the LEC to either replace the card in the smart jack or replace the smart jack altogether.

4. Have the carrier map your circuits to different POPS or DS3's — this will minimize your downtime.

5. As a back-up to your Internet, make

sure you follow the same rules for voice when it comes to data. If you have more than one T-1 of Internet, make sure your T-1s are on two different DS3's or POPS (point of presence). For under \$100 a month we recommend you install a cable or DSL Internet connection as a back-up.

6. Make sure your phone/data room has plenty of ventilation and the room is kept at 70° or lower. Without proper ventilation and cooling your equipment can easily overheat. Once this occurs, aside from taking your system down, you could cause permanent damage to your hardware. Then you will have to deal with financial consequences on two fronts: lost productivity/profits and replacing expensive equipment.

7. Take advantage of a service that carriers offer called DTO (direct trunk overflow). If your voice circuit fails, your calls will automatically be rerouted to another location or POTS lines at your location.

8. Make sure your phone system has a battery back-up.

If one of the carriers you work with does go down, it may not be business as usual, but at least, with these measures in place, you will still be in business.

Is VoIP Right For Your Company?

Touted as "the next big thing" for several years, Voice over Internet Protocol (VoIP) is gaining momentum despite a period of reduced IT spending. In consulting engagements across a broad spectrum of businesses, consultants are seeing an increase in the use of more sophisticated network technologies and specifically VoIP. Companies are deploying IP/PBXs, integrated communications platforms (ICPs), unified messaging (UM), and toll-bypass gateways and other VoIP technologies at a steady rate. Surprisingly, these expenditures are often made without a thorough analysis of the cost and benefits of adding the technology.

Feasibility: There are numerous issues to consider when entertaining the deployment of VoIP technology, including organizational, political and technical issues and whether they can be overcome. How you answer the following 6 questions will give you an indicator if VoIP is right for you:

1. Will the project be viewed as a commodity replacement for PBX-based voice or are there other added benefits?
2. Will your organization tolerate VoIP if it offers a voice environment that has more service glitches than the traditional PBX?
3. Will VoIP affect the telephony operations organization or mission-critical voice users (such as call centers, executive staff, health and safety, etc.)? Can the LAN and WAN support organizations manage the infrastructure to the much higher level of service required to carry voice?
4. How will the VoIP project be

integrated with existing LAN, WAN and voice infrastructure?

5. Does the existing infrastructure have end-to-end quality of service mechanisms that interoperate with all devices over which VoIP traffic will pass?
6. Will the VoIP project require a positive return on investment (ROI) analysis? VoIP is not right for every company nor is it right for every voice application. You must first determine if it is feasible for your specific situation.



Don't let the technical jargon associated with a VoIP system intimidate you. D&M will help you evaluate if a VoIP system is right for your company.

Architecture: Not all architectures are created equal. In order to develop a business case for VoIP, an architecture for the proposed deployment has to be developed. The architecture is a high-level design that identifies the business requirements that are being addressed, the major technical and operational components to address these requirements, and the vendors that can provide the products and services. D&M recommends that you consider the following issues when developing a VoIP architecture.

1. Will there be shared resources such as unified messaging, music-on-hold, attendant operators, and

PSTN trunks?

2. What will be the impact on the WAN of centralizing vs. de-centralizing shared resources?
3. How important is fault-tolerance?
4. What kind of user interfaces will be supported: legacy analog/digital phones, IP phones, soft-phones?
5. How will the VoIP system be administered and managed in tandem with the legacy PBX systems?
6. What vendors provide the network elements that best meet your needs?

Each enterprise is different and has unique needs that cannot be met by every vendor. Developing a complete architecture is necessary to guide your interaction with the vendors to determine what products best fit your situation.

Business Case: The business case is where the technical and financial issues come together. This document puts a cost to the planned architecture. A well-written business case clearly identifies one-time costs, variable costs, recurring costs, hard costs, soft costs, risks and opportunities.

Depending upon the requirements of your enterprise, a detailed presentation of these costs may be required in the form of an ROI analysis or net present value analysis.

If you are interested in a VoIP solution, or simply want to know if your company could benefit from VoIP, email your D&M representative or call us at 1-888-357-5055. We will be happy to conduct a free analysis of your needs to determine if a business case can be made to justify the installation of a VoIP system.

Sales Quote of the Month

"It's good to have money and the things that money can buy, but it's good, too, to check up once in a while and make sure you haven't lost the things that money can't buy." -- George Horace Latimer

7 Tips To Picking The Right Cell Phone

Advances are constantly being made in the field of cell phone technology, which means that there are always newer cell phone models coming out on the market with more and more advanced features. So here are some tips on how to choose the cell phone that will best fit your needs.

1. The first thing to do is to choose the proper cell phone provider, then get the cell phone. After all, the cell phone will only be as good as the network it is connected to. In order to make the best decision about which cell phone provider will work best in your area, you can conduct your own informal survey of family and friends to find out what experiences they are having with various cell phone providers. Then choose the one that seems to have the best local record.

2. Now that you have your cell phone provider in mind, it's a good idea to visit their store and physically inspect all of the phones that they have available. This is important because just seeing a picture of a cell phone will not tell you much about how it works. But if you have a chance to actually hold each cell phone in your hand and see how easy it is to use, you can quickly narrow down your choices to those that will seem to work best for you and the way you use

your cell phone.

3. One of the most important features of the cell phone is the display, and so you need to make sure that any cell phone you buy has a display that is easily readable in both dim and bright lighting conditions. Again, this is usually best determined by physically examining it in the cell phone store.



A little homework when searching for a cell phone can save you time, money, and aggravation.

4. You'll find that there is a wide range of features from one cell phone to another, so look for the features that are most important to you and will be most often used, such as a speakerphone and conference calling capabilities.

5. In order to save money and get the best cell phone deal, be sure to ask about any special promotions or offers that are being run by the cell phone companies.

Sometimes you won't know about these specials if you don't specifically ask for them, but they can often save you lots of money. Quite often, cell phone providers will run specials online that may not be available offline, so look for internet specials whenever you shop too.

6. Most carriers allow you to return a phone without penalty within 3 days of purchase. If you wait longer than 3 days you are likely to be hit with hefty restocking and cancellation fees. Therefore, as soon as you get your new phone, make sure it works where you will use it most often, i.e., your office, your home, your drive to and from work.

7. When I moved my office several years ago, I asked the local dealers to let me test their cell phones from my new office. As it turned out, only one carrier provided reliable coverage. In this case, the decision of which carrier to choose was a no-brainer.

If you use these tips and suggestions when shopping for a cell phone, you should be able to find the one that will fit you best and save money at the same time. Alternatively, D&M can assist your company with all your wireless needs, including significantly reducing your monthly wireless spend by combining contracts. For details call your D&M representative at 1-888-357-5055.

Sales Tip Of The Month

Make sure you follow up with past customers. It is usually much easier to reactivate a former client than it is to attract a new one. If you are not following up with past customers on a regular basis you are reducing your profitability potential.

“Did You Hear About...”

A cab driver taught me a million dollar lesson in customer satisfaction and expectation. Motivational speakers charge thousands of dollars to impart this kind of training to corporate executives and staff. It cost me a \$12 taxi ride.



This inspirational anecdote was written by Petey Parker, author of Heart at Work

I had flown into Dallas for the sole purpose of calling on a client. Time was of the essence and my plan included a quick turnaround trip from and back to the airport. A spotless cab pulled up. The driver rushed to open the passenger door for me and made sure I was comfortably seated before he closed the door.

As he got in the driver's seat, he mentioned that the neatly folded Wall Street Journal next to me was for my use. He then showed me several tapes and asked me what type of music I would enjoy. Well! I looked around for a "Candid Camera!" Wouldn't you? I could not believe the service I was receiving! I took the opportunity to say, "Obviously you take pride in your work. You must have a story to tell."

"You bet," he replied, "I used to be in Corporate America. But I got tired of thinking my best would never be good enough. I decided to find my niche in life where I could feel proud of being the best I could be. I knew I would never be a rocket scientist, but I love driving cars, being of service, and feeling like I have done a full day's work and done it well. I evaluate my personal assets and... whom! I became a cab driver. One thing I know for sure, to be good in my business I could simply just meet the expectations of my passengers. But, to be GREAT in my business, I have to EXCEED the customer's expectations! I like both the sound and the return of being 'great' better than just getting by on 'average'"

Did I tip him big time? You bet! Corporate America's loss is the traveling folk's friend!

D&M Partners With TNCI To Offer Quality Voice And Data Solutions

Founded in 1991, TNCI offers its business clients volume buying power with the industry's most advanced, reliable carriers, but at the lowest rates available.

In addition, the company supports their services with a dedicated U.S.-based customer service department to ensure the delivery and support of their quality voice and data products.

The suite of services offered by TNCI includes Local, Integrated Local, DSL, Switched & Dedicated Long Distance, IP Frame Relay,

Point-to-Point, and MPLS data services. TNCI also offers reservationless, event and web conferencing.

Not content to rest on their laurels, TNCI recently added a VoIP solution for the SMB



market based on a TNCI private IP network – a carrier grade network built for the requirements of delivering business dial-tone.

TNCI's Local Service is available in 46 States

and 60 Territories. With TNCI Local Service you get unlimited local usage including E-911 functionality for emergency calls. Other features include Call Forwarding, Caller ID, Call Waiting, and Comprehensive Voice Messaging Services.

Aside from the services listed above, TNCI recently added the Covad T1 TeleXtend to their portfolio, thereby providing businesses with additional options for reliable and responsive, authentic T1.

To learn how your company can benefit from the services offered by TNCI, contact your D&M representative today or call D&M at 1-888-357-5055.

About D&M

Founded in 2001, D&M Enterprise Group has more than 10,000 satisfied clients. D&M utilizes a consultative approach to thoroughly examine 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 COMAuditor 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 or never ordered. 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.



Where world class communications meet superior customer service

3 Delwood Drive

Suite 100

Holmdel, NJ 07733

Phone: 1-888-357-5055

Fax: 732-772-9858

www.DMenterprise.net