



D&M Communicator

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SPECIAL POINTS OF INTEREST:

- **Are You Up On Your Telephony Acronyms?** (pages 2 & 3)
- **Learn How To Record Telephone & Conference Calls** (page 4)
- **How Are Your Automated Outbound Calls In Compliance?** (page 5)

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From The Desk Of The President

On March 9th I will travel to Las Vegas to attend our industry's annual trade show, The Channel Partners Conference. At this show I will be searching for the latest technology, services, and products that you will be able to benefit from. I will report on my findings in the next issue of the *D&M Communicator*.

In the meantime, this issue is packed with information you can use today. Below are several tips on how to increase your website conversion.

Pages 2 and 3 include a comprehensive glossary of telephony terms. With a plethora of acronyms used in telecom, this guide may be indispensable.



Steven Gerhardt,
President, D&M
Enterprise Group

If you ever wished you had a recording of a phone call, the article on page 4 will provide you with the details on how to do this.

If the use of automated outbound calls is part of your lead generation program, the feature on page 5 that discusses how to remain in compli-

ance with telemarketing laws is a must read.

I also want to remind you that your D&M Project Manager is available to review your account to determine if alternate carriers can provide comparable or better service at a lower price. As always, there is no cost for this review. In short, you have nothing to lose and potentially money to save by allowing a review to take place. To arrange for a comprehensive review, call us at 1-888-357-5055.

We look forward to hearing from you!

Steve

2 Tips To Increase Website Conversion

An important and often overlooked strategy to maximize website conversion is to keep visitors on your site longer. If the time spent on your site is minimal, you are not optimizing your site's conversion potential. You may want to follow these two useful tips so that your visitors stay on your site longer and, as a result, you, increase your site's conversion rate:

1. Link your pages to other pages on your site. If your site is focused on one targeted topic (as it should), it won't be hard to find pages that reference topics you have already covered on other pages of your site. You can take advantage of this and link to those other pages. For example, if you're writing a movie review that mentions one of the actors, and you've written a biography of that actor on another page, link the name of the actor to the biography page.

The more your visitors navigate your site and the more engaged with your content they are, the better your conversion rate will be. A side benefit of this technique, from the search engine optimization (SEO) perspective, is that the search engines will also follow those links, adding more of your pages to their index and increasing their relevance.

Set aside some quiet time to review your site or blog, page by page, to find opportunities for cross linking, and then implement those links. It will be time well spent.

2. Web users want to find information quickly, so write clearly and concisely. Think about a visitor who has just arrived at your site for the first time after finding one of your pages on a search engine, only to see that your text is all bundled in a long winded paragraph with no punctua-

tion, no white space and no clear separation between sub-topics. Most likely, that visitor will be overwhelmed and will leave your site immediately. Remember that on the web all other sites (those of your competitors) are just a click away. On the other hand, if you make your site pleasant to read by bolding key words, using frequent sub-titles, bullet points, and white space, your visitors will be more inclined to read other pages of your site. Again, more page views per visitor equals better conversion.

However you define conversion—increasing subscription rates, selling more affiliate products, having more visitors click on your ads, receiving requests for more information—you will improve it by implementing these two easy tips.

Glossary Of Telephony Terms

The following glossary of telephony terms is provided courtesy of Washington State University.

486 PC: A term used to describe a class of personal computers based on Intel's 486 microprocessor. While the 486 can support a Web browser and many older applications, it is usually limited in its ability to run current software. 486 PCs and below generally represent an earlier generation of computing.

Analog: A way of sending data in which the signal is similar, or analogous, to the original signal. Analog signals are continuous expressions of electricity, as opposed to digital signals in which there are an alternating absence and presence of signal.

Architecture: The arrangement and design orchestrating the interaction of different elements of a complex communications system.

Asynchronous: A transmission method in which information is transferred one discrete character at a time and is delineated by a start and stop indicator at the beginning and end of the character. The opposite of asynchronous is SYNCHRONOUS transmission.

Backbone: The part of the communications network that carries the heaviest traffic. It joins the LAN via bridges and/or routers and serves as a communications highway for LAN to LAN traffic. It is also a basis of design for the overall network. (See LAN.)

Bandwidth: The capacity of a communications channel. Analog devices are measured in Hertz, which are cycles per second. Digital devices are measured in bits per second-BPS. The bigger the band, the faster the connecting speed.

Bell System: Prior to Jan. 1, 1984, an aggregate term for AT&T encompassing 24 Bell operating companies providing local exchange phone service, the AT&T Long Lines Division providing long distance connections, an equipment manufacturing arm known as Western Electric, and a research and development arm known as Bell Laboratories. The Bell System was broken up by the AT&T divestiture.

Bit: The smallest unit of digital information utilized by electronic or optical information processing, storage, or transmission systems. Bit is short for binary digit. Binary technology is based on the representation of data with 0's and 1's, whose combinations form a protocol medium for all data transmission.

BOC: Bell Operating Company. The local Bell operating company. Currently there are 22 BOCs organized (i.e., owned by) into seven Regional Bell Operating Companies, also known as RBOCs. (See RBOC.)

Bridge: A data communications device

that connects two or more network segments and moves data between them.

Broadband: Generally used for fiber optic communication, broadband is greater than 45 MBPS. This is the speed at which T3 operates.

Byte: The smallest unit of information that a computer system can locate within its data storage or memory. A byte consists of eight bits and represents an amount of information roughly equivalent to a single printed or typewritten character.

Cable Modem: A small box that connects to a PC to interact via a local cable provider. Much faster than telephone modems.

CLEC: Competitive Local Exchange Carrier. A term coined for the deregulated, competitive telecommunications environment envisioned by the Telecommunications Act of 1996. The CLECs compete with the BOCs for local exchange service, long distance, international, Internet and entertainment (cable) customers.

CCITT: (Consultative Committee on International Telegraph and Telephone) The principal international standards-writing body for digital telecom networks (ISDN).

Dark Fiber: Unused capacity in a fiber optic cable.

Data: A gathering of facts, concepts or instructions in a formalized manner, made suitable for communication, interpretation or processing. Anything other than voice.

Data Compression: Techniques to reduce the amount of computer memory space or transmission resources required to handle a given quantity of data usually achieved through the application of mathematic algorithms to the data transformation process.

Digital: The use of binary code to represent information. There are two major benefits to digital signals: First, the signal can be reproduced precisely. This is especially helpful in long transmissions where the signal loses strength along the way, picking up static and other interference. Instead of just amplifying the signal (as is done in analog), the code is put through a filter of sorts to delete the noise and then is transmitted. The other benefit is that digital technology is becoming cheaper and more powerful, whereas analog is becoming a thing of the past.

Digital Switch: A connection in which binary encoded information is routed between input/output ports by means of time diversion multiplexing rather than by dedicated circuits.

Distance Learning: The use of technology to

allow learners to receive education irrespective of time and location. If they receive the education at the same time as it is offered in an on-campus learning environment, the offering is said to be synchronous (i.e., occurring at the same time). In most on-line learning situations the education is occurring asynchronously (i.e. the learners are not accessing the information at the same time it is offered nor at the same time that other learners may be accessing it).

Divestiture: On January 8, 1982, AT&T signed a Consent Decree stipulating that on midnight December 30, 1983, AT&T would divest itself of its 22 telephone operating companies. Those 22 companies, or BOCs, were formed into seven regional holding companies called RBOCs. The main terms of Divestiture are: The BOCs weren't allowed into long distance, equipment manufacturing, or information services. AT&T was not allowed into local service (to compete with the BOCs), but it could continue to manufacture equipment.

DSL: Digital Subscriber Line. A generic name for a family of digital lines being provided by CLECs and local phone companies to local subscribers.

Emerging Technology: New or existing state-of-the-art technologies.

E-Rate: A federal program that has as its goal that every classroom in America be connected to the Internet by the end of 2000. It grants elementary and secondary schools, as well as libraries, a discount on carrier services, including not only Internet access but also a raft of other offerings.

Ethernet: A popular local area data communications network, originally developed by Xerox Corp., which accepts transmissions from computers and terminals.

FCC: Federal Communications Commission. Federal agency with authority to regulate all interstate (not intra) communications originating in the U.S. The FCC does three things: 1) It sets the prices for interstate phone, data and video service. 2) It determines who can or cannot get into the business of providing telecommunications service or equipment. 3) It determines the electrical and physical standards for telecommunications equipment and services.

Fiber: Made of very pure glass, it is used in fiber optic communications. It carries a digital signal made of modulated light. It can carry much more much faster than the traditional copper lines.

ISDN: (Integrated Services Digital Network) Switched network providing end-to-end digital connectivity for simultaneous transmission of voice and/or data over multiple multiplexed communications channels and employing transmission and out-of-band signaling protocols that conform to internationally defined standards.

Glossary Terms *(continued)*

ISP: Internet Service Provider. A company providing the means for individuals or businesses to connect their PCs to the Internet.

LAN: Local Area Network. A geographically localized network consisting of both hardware and software. It links peripheral devices, i.e., PCs, workstations, printers, etc. It usually transmits data inside a building or buildings within a short distance of one another and under some kind of formalized control, i.e., a campus. There are four main advantages: 1) Anyone on the LAN can use any of the peripheral devices attached to the LAN; 2) Anyone can access databases/programs running on client servers attached to the LAN; 3) Users can send messages and work back and forth; and 4) There may be gateways and bridges to public telecommunications networks.

Last Mile: Not meant to be taken literally, this refers to the problems of communications that occur in that "last mile" - from the exchange to the house or final destination. Often the last mile is old, limited bandwidth copper wire that cannot support the faster modems and computers.

LATA: Local Access Transport Area. Geographical area within which telephone calls can be handled without going through a long-distance carrier. Telephone calls between different LATA lines must go through long-distance carriers. Also provide a method for delineating the areas where BOCs can offer service, and were the means of determining how the assets of Bell were divided between BOCs and AT&T. These are not area codes.

Local Loop: The communications channel, usually a physical line, between the subscriber's location and his local central office. Also known as the subscriber loop.

Local Number Portability: The ability to change phone companies without having to change phone numbers.

Loop Start: A method of demanding dial tone from the central office by completing an electrical pathway between the outbound and return conductors of a telephone line. Loop start is employed by single-line telephone instruments, for example.

Microwave: Electromagnetic waves in radio frequencies above 890 MHz and below 20 GHz. They only travel in straight lines, and are used for communication between satellites.

Modem (Modulator-Demodulator): An electronic device that allows computers to communicate over standard telephone lines. It transforms digital signal into analog signal and trans-

mits to another modem which then reconstructs the digital signal from the analog signal.

Network: Any system designed to provide one or more access paths for communications between users at different geographic locations that may include designs for voice, data, facsimile images and/or video images.

PANS: Curiously enough, this stands for Pretty Amazing New Services/Stuff and is often used to describe ISDN capabilities.

Point of Presence/POP: A physical place where a carrier has the ability for network access.

POTS: Plain Old Telephone Service. Simply placing and receiving phone calls where there are no added features such as call waiting or voice mail.

Real Time: A transmission or data processing operational mode in which the data is entered in an interactive (two-way communicating) session; an application where response to input is fast enough to affect later data input.

Redundancy: Having back-up systems available to provide continuous service in the case of a failure in the main system.

Remote Access: Sending and receiving data to and from a computer through communications links such as phone lines.

RBOC: Regional Bell Operating Company. One of seven companies that oversees the Bell operating companies. They are Ameritech, Bell Atlantic, BellSouth, NYNEX, Pacific Telesis, Southwestern Bell and US West.

Satellite: A microwave receiver, repeater, or regenerator in orbit.

Synchronous: Transmissions of data at a fixed rate, eliminating the need for start and stop bits, because the receiver and transmitter work at the same rate.

T-1: Trunk Level 1. A digital transmission with a speed of 1.544 MBPS. This is the standard for digital transmission in North America. It is capable of handling 24 voice conversations at one time.

T-2: Trunk Level 2. North American standard for DS-2. Operates at 6.312 MBPS, or 4 times the capacity of a T-1. Generally used only in carrier networks, it is capable of handling 96 voice conversations at one time.

T-3: Operates at 44.736 MBPS, or the equivalent of 28 T-1s. It can carry 672 voice conversations each of 64 KBPS. This is used with microwave or fiber optics only.

Telecommunications: Process of converting sounds and data into electrical impulses that can be transmitted.

Telecommunity Center: A facility that serves demand for high-speed data services in the community. Centers typically provide professional work space, computer and office equipment, high-speed Internet access and meeting facilities and teleconference equipment serving teleworkers and small businesses.

Telecommunications Act of 1996: A bill signed in order to "promote competition and reduce regulation in order to secure lower prices and higher quality services for American telecommunications consumers and encourage rapid deployment of new telecommunications technologies." This act required local service providers in the 100 largest metropolitan areas to implement local number portability by the end of 1998, enabling the CLECs to better compete. It also allowed local RBOCs into long-distance service once they had met certain conditions about competition in their local monopoly areas. In addition, the goal of universal service to all Americans was introduced, with special considerations established to address the telecommunications needs of schools, libraries, and rural health care providers.

Telemedicine: The provision of health care services from a distance using audio, video and computer technology. Traditionally uses videoconferencing to diagnose an illness and provide medical treatment. Also used to view or teach surgical procedures.

Telephony: The process of converting sounds into electrical impulses for transmission over a connecting medium such as wires, fiber optics or microwave.

Telework: Telework (also called telecommuting) is working at home or a satellite office, or a telework center near home instead of working at the main office or place of business.

Trunk: The line of communication between switching systems.

Twisted Pair: Two copper wires twisted around each other. The twists vary in length and reduce induction.

Universal Service: The vision that residential phone service can be priced so low that anyone in the U.S. can afford it. This has been the reason that local business service is priced higher, even though the service is the same.

WAN: Wide Area Network. A computer and voice network bigger than a city or metropolitan area.

Recording Telephone And Conference Calls

Recording telephone or conference calls is as easy as making a three-way call to a unified messaging service. No special handset or call recording software is required. When you need to record a call, simply make a three-way call to a voice mail service, which will quietly record whatever it hears on the line. This works on any telephone (fixed-line, cellular or VoIP) with three-way calling capability.

You can use your cellular phone company's voice mail service to do this, except that most voice mail services do not forward voice mail to email, and also limit the length of the recording to about a minute. You'll be better off to use a unified messaging service such as [uReach](#), or even better to use a service that is specifically optimized for call recording. Unified messaging services will email you a copy of the recording, usually as a WAV file (although many also cap the dura-

tion of the recording to several minutes at most) Trekmail offers a free call recording service that allows recordings up to 20 minutes in length. To use it, you simply make a three-way call to a San Francisco area telephone number. It records whatever it hears on the line, and then emails you a compact MP3 audio recording of the conversation.

Hosted Conference Calls Many conference calling services offer call recording as an option, so if you are hosting a conference call, you can usually activate this option via the conferencing service's web administrative interface. These services will typically enable you to access the recordings either via the web or email.

Of course, individual conference participants can use the technique mentioned above to make their own recordings independently of the conference host.

Recording Fixed Line Phone Calls Recording calls from fixed line telephones is easier, because it is trivial to connect a telephone call recorder to the telephone line. This equipment has been around for years. The first systems recorded to cassette tapes.

Newer devices record calls digitally and can export recordings to computers via USB, removable storage media, etc. Hello Direct, a telecom catalog retailer, has a good selection of call recording appliances to choose from.

A Word Of Warning Check your local regulations to make sure it is legal to record calls in your jurisdiction. Generally speaking, this is OK if one party is aware the call is being recorded, although you may be required to notify the other parties as well. It is good business and social etiquette to let people know that you are recording the conversation.

Quote Of The Month

"Always bear in mind that your own resolution to succeed is more important than any other one thing."

Abraham Lincoln
(1809-1865)
16th President of the United States

“Did You Hear About...”

As a boy, Chip Reese found what he loved and pursued it, becoming one of the world's greatest poker players and made a fortune.

Chip was born in 1951 and when he was just 5 years old, he came down with rheumatic fever. At that time, rheumatic fever was life threatening particularly if it damaged the heart. His mother kept him home from school for a year so she could nurse him back to health. To entertain Chip, she taught him card games, including poker.

When Chip returned to school as a 6-year-old, he was so good at these games that he played them with older boys and almost always won. As an adult Chip viewed that year at home playing card games with his mother as crucial to his success in life.

In high school, Chip played football, was a champion debater, and an outstanding student who was accepted to Dartmouth. There he majored in economics, played football, and debated. In the meantime, he kept winning card games with his fraternity brothers, professors and others.

After Dartmouth, he was accepted to Stanford Law School, but Chip never

got there. In 1974, he went to Las Vegas with just \$400 in his wallet. Playing poker he quickly built that into \$66,000 and had so much fun doing it, he never left, becoming a Las Vegas resident.

Over the years, Chip enjoyed tremendous success as a poker player, winning championships and winning far larger



Reese excelled at what he loved: poker!

money in private high stakes games. Also with his friend Dale Brunson, another top poker player, the two ran a successful sports betting operation. But when they got involved in business enterprises, they were easy marks for people with colorful ventures. They lost a lot of money on such ventures as oil and mining operations, and at attempts to raise the Titanic and to find Noah's Ark.

But to Chip, playing cards and betting on sports were pure joy and financially rewarding. According to a 2003 *People* magazine interview, he owned a 13,000-square-foot Las Vegas home, a Santa Monica beachfront condo, and a Montana lakeside home.

Also, according to Dale Brunson, Chip donated extensively to charity, but kept that private, never discussing it or allowing it to be publicized. In December, Chip passed away suddenly in his home at the age of 56, from what is believed to have been a heart attack. Perhaps his heart was affected by his childhood rheumatic fever.

What was a key to his success as a card player? "I can bet \$100,000 and feel nothing," Chip said to *People* magazine. "If you think about the money and what it means, you're gone."

I'm not suggesting you become a professional poker player. I am saying if you have an unfulfilled dream, then like Chip, give yourself the chance to make it reality. You'll never know what you can achieve and how much fun you can have in doing it until you try.

Stop Scrubbing, Start Calling

"Telemarketers can't just 'phone it in' when it comes to state and federal Do-Not-Call list compliance," says Dean Garfinkel, Chairman of Call Compliance, Inc. "Inadvertently placing calls to numbers on these lists can result in fines of \$11,000 per call, millions in legal fees, tarnished brands, and even revoked licenses for businesses."

Given that telemarketing is the lifeblood of many industries—real estate, insurance, travel & leisure, banking, to name a few—Do-Not-Call (DNC) list compliance is a crucial aspect of conducting business in America. In 2006, consumers in the U.S. purchased \$900 billion worth of goods and services through telemarketers. This number was actually up 50% from \$600 billion in telemarketing sales the year before federal legislation was passed in 2002, suggesting that, if anything, regulatory compliance has a resoundingly positive impact on telemarketing sales.

Based in Glen Cove, New York, Call Compliance, Inc. is a developer of technology-

based compliance solutions for the teleservices industry. The company's primary patented product, TeleBlock® Do-Not-Call Blocking System, automatically screens and blocks outbound calls against federal, state, and in-house DNC lists.



If a company employee—an executive in a branch office, a freelancer working from home, or a salesperson in the field—tries calling an individual on one of these lists, the number will be screened against the TeleBlock® database and the call will be blocked. TeleBlock® users also have the ability to call consumers who may be on the DNC list but have given permission to be contacted based on established business

relationships.

Utilizing both Voice over Internet Protocol (VoIP) technology and traditional phone service, TeleBlock® is the only fail-safe solution that ensures 100% state and federal DNC list compliance. It requires no office installation, additional equipment, or set-up fees. TeleBlock® is available from a variety of well-known telecom companies, including Paetec Communications, Qwest, and Verizon Business. To date, the company has processed over six billion calls, a number equal to the entire global population!

Call Compliance, Inc. also offers the Regulatory Guide, an up-to-date, online subscription service that provides a compilation of state and federal telemarketing laws. The only such directory of its kind, the Regulatory Guide, is co-branded with the American Teleservices Association (ATA) and American Resort and Development Association (ARDA). For more information call your D&M representative at 1-888-357-5055.

About D&M

Founded in 2001, D&M Enterprise Group has thousands of 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 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 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.



Where world class communications meet superior customer service

3 Delwood Drive
Suite 100

Holmdel, NJ 07733

Phone: 888-357-5055

Fax: 732-772-9858

www.DMenterprise.net