

SIP Trunking is here!



Now, analog lines, PRI circuits, voice T1's, and Session Initiation Protocol or "SIP" trunks can all be delivered over a single T1. SIP trunks are an IP dedicated voice pathway with reserved bandwidth to ensure voice QoS,

or Quality of Service. IP economies can allow up to 48 SIP trunks on a single T1, providing for cost-savings as well. Talk to First Choice, your SIP guys/gals about PBX integration and SIP.



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First Choice
COMMUNICATION SERVICES

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- Monitoring solutions: CCTV or IP?
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► Monitoring Solutions: CCTV or IP?



Camera monitoring solutions can be either CCTV ("coax") or Internet Protocol ("IP") based. The advantages to each are different: CCTV systems can

have cameras beyond the 300' length limitation of IP cameras, whereas IP systems have no virtual limitation to system size (64, 128 cameras, more!) CCTV systems require a DVR, or Digital Video Recorder. DVR costs have come down, but still require engineering inputs to discern DVR storage size. IP solutions simply require a PC with recording software and a network drive (hard drive) to store images on. Newer DVR solutions can host both Analog (CCTV) cameras and IP for a "hybrid" solution. Talk to your business insurance provider too: monitoring cameras might lower your business insurance premiums!



► IP Phones: PoE or local power

IP Phones require power. Early model IP phones required 13-15 watts, whereas newer versions use as little as 3-4 watts. Power can be provided locally with an AC adaptor, which plugs into the wall next to the phone, or with PoE or "Power over Ethernet". PoE is provided with a powered data switch, which not only provides the data stream for the voice conversation but the power for the phone as well. New VoIP deployments typically involve new PoE data switches, which also gives the customer an opportunity to upgrade their data network as well to faster, more power efficient switches.



► Clean Up Your Data Room 2010

First Choice's 2010 promotion will give 20% off material charges to Clean Up Your Data Room. Got a rats-nest in the closet? Can't tell where a patch cord goes to without a degree in engineering? Investing the time and money for adequate racks, horizontal and vertical wire (patch cord) management, ladder rack/cable tray, and properly bundling and tying cable bundles will save hours in cross-connect time and frustration. Call me or anyone in our office for a free consult/no obligation estimate.



► Communications Myths and Truths:

- If I buy an IP Phone System my conversations will not sound good. **MYTH.** Improperly installed and configured IP phone systems *can* produce poor sounding conversations if the installing vendor does not have VoIP experience. Qualified VoIP PBX vendors have full control over Quality of Service, or "QoS" to ensure exceptional sounding phone calls.
- Buying an IP Phone system will use up the bandwidth from my internet service provider. **MYTH.** Phone calls to the "outside world" still use traditional phone lines, whether they be analog or digital (T1, PRI). Only if you are talking to a staff worker using a system IP phone or to another branch location using a similar IP PBX (phone system).
- I have Vonage at home, and the quality is variable. All business-grade IP Phone Systems will sound like Vonage. **MYTH.** Vonage is a "residential" product, with very little QoS for voice quality. IP PBX's (on a LAN) have full control over voice QoS when installed and configured by a qualified vendor.
- IP phones will "clog up" my servers and network. **MYTH.** IP PBX deployments can be either configured on a totally separate physical network or a separate "virtual" network.

► Tran\$itioning to VoIP: Consideration\$

- Network cabling Cat 5e or better? Do I have a network jack everywhere I need an IP phone?
- Costs of Power over Ethernet (PoE) switches to power IP phones
- Costs of internal man-hours to configure VoIP Quality Of Service
- Costs of new IP PBX vs. Digital: and do the features that an IP phone brings over digital outweigh the potential upcharge for IP?