

Inaugural Issue

With the changes brought about by rapidly evolving technology, telecommunications options today are very different from what they were just a year ago. Telecom decision makers want to make the best technology choices for their businesses that position them for the future.

At King Communications, we help our clients manage change and benefit from technology. We provide telecommunications solutions, backed by our proven account management team. And now we are launching a newsletter in which we will:

- **Highlight** one of our clients and the ways that they use telecommunications technology successfully to address their business needs
- **Report** on telecom technologies and how businesses benefit from them
- **Share** evolving product information that will help you plan for change in your business

We hope you enjoy these newsletters and will forward them to others who could benefit from them! If you have suggestions for future issues or would like to be featured, please let me know. And if you would prefer not to receive our newsletter, just click on the Safe Unsubscribe link at the bottom on the page.

Ron Bohm, President
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Puts and Calls Executed on Qwest Network

In This Issue:

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Communications News You Can Use!

Regulation Update

Developments on the regulatory front in Washington could affect local phone rates. The Washington, DC Circuit Court recently overturned significant portions of the FCC's Triennial Review Order. The Circuit Court essentially eliminated a requirement for the Regional Bell Operating Companies (like SBC, Verizon, BellSouth) to provide competitive telecom providers with low-cost wholesale access to their networks through a service called UNE-P.

Recommendation: If King Communications does not currently handle your local telecommunications service, we suggest that you watch your local phone service bills to make sure you are not subject to sharp increases in line charges due to rising wholesale prices. We will be happy to assist you in your review.



As I/T Director for Regal Discount Securities, Scott Sunko is responsible for

telecom, networking, and software development. When he needed a **reliable network at a reasonable price**, he turned to King Communications.

Regal Discount Securities (www.eregal.com) provides a high level of customer service at a deeply discounted price. They are one of the few firms that offer options trading where a customer can buy and sell unlimited options at a flat price.

Their typical customer is a sophisticated options trader that may place orders using broker-assisted trading, online trading, or phone trading. Underlying those trades, Qwest's nationwide fiber optic network provides both voice and data services.

In 1998, Regal Discount Securities was poised to add its second call center. "Before switching to Qwest, we were paying a lot more money for a much less complex network," explained Scott Sunko. "Because we perform due diligence every time we renew a contract, we called on King Communications to manage a competitive bidding process to find the right network for us at the best price."

Regal Discount Securities now has sophisticated call centers in Glenview, Illinois and Fort Myers, Florida. Qwest provides a toll free number, a private network utilizing T1 lines, and call routing to balance the voice traffic between the call centers. "**Redundancy between my call centers is critical** in my business. If either office were to disappear, our customers could still execute their trades," added Scott Sunko.

The data network supplied by Qwest features a point to point private network of T1 lines linking four locations: two office locations, the options clearing house, and the co-location space which hosts their web server. The ability to place trades is mission critical for Regal Discount Securities, and network reliability is of primary importance. The data network uses a ring configuration so that if there is

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Read the complete report on www.comptelascent.org.

Worms, Viruses Costing Corporations Millions

According to a study just released by Aberdeen Group, companies that suffer business disruptions from Internet-based attacks are losing an average of \$2 million in revenue a year.

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a problem in any part of the network, the data can be routed in the opposite direction.

"Working with Ron Bohm and King Communications makes managing the network so much easier. Ron provides **a single point of contact**, is an **advocate** on my behalf for any issues that come up, and provides the **same or better rates**," concluded Scott Sunko. "I really enjoy having just one phone number to call to get all my questions answered."

For more information, see [Private Line Services](#) from King Communications or contact Ron Bohm at newsletter@kingcommunications.com

Private Line Services Help Businesses Protect Their Communications

The world has changed a lot in the last couple of decades. Instead of simply dealing with local or regional concerns, many companies have facilities spread out across the country or around the world. There is one thing that all of them need: A way to maintain **fast, secure and reliable communications** wherever their offices are. Private Line services help protect critical business traffic.

Private Line Services are widely used. In fact, according to information provided by IDC consulting, the Private Line Services market was estimated to be \$12.2 Billion in 2003.

Benefits of Private Line Services include:

- **No unexpected usage charges** --Pricing is distance sensitive, not usage-sensitive
- **Service Level Agreements (SLAs)** -- These agreements establish the performance criteria for the service.
- **Consistent quality** --Because Private Line service is just that - private - quality is assured because the service is not shared with any other customer.
- **Secure** --Unlike Internet based services, which can be vulnerable to hacking, Private Line Services provide secure connections for transmitting sensitive

data.

- **Scalable** --Private Line Services can grow as capacity needs change.

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