



King Communications Newsletter

Communications Highlights

October 2004

Welcome

The Internet can influence so many aspects of business today. We use it to stay in touch by email, to research business prospects, and to place orders for products and services.

In this issue of Communications Highlights, we focus on the Internet -- not only in its more traditional uses, but also to show how it can even be used to save you money on your voice communications.

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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Telecom Network Helps Transport Freight



Concert Group Logistics (CGL) (www.cglship.com) is a freight forwarding logistics company that **focuses on**

time critical shipments and offers both domestic and international services. Independent contractors act as agents on a commission basis while CGL provides all the back office support. CGL agents ship for a wide range of customers, including retailers, computer makers, pharmaceuticals, and electronics companies.

CGL's freight management system, called PurpleNet, interfaces with the information systems of carriers and customers and is used for many functions including shipment tracking and billing. It is **mission critical for the field**

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Communications News You Can Use!

Broadband Use Grows

According to a Harris poll released in September 2004, 156 million adults in the United States have Internet access and 44% of them have broadband connections - nearly double the percent of broadband connections in 2002. Broadband connections include T-1, ISDN, cable connections, and ADSL/DSL. Cable connections and ADSL/DSL represent the majority of broadband connections, with 22% accessing the Internet using cable connections, 19% using ADSL/DSL, and the remaining 3% using either ISDN or T1/T3 service.

Are You or Your Business on the Internet?

offices to maintain connectivity to the system so that they can keep the software updated, monitor agent transactions, and troubleshoot problems. The corporate offices transact business with customers, including accounts payable, accounts receivable, and any freight claims issues.

John Fugazy is Vice President of Administration at CGL with over 20 years of experience in the full-scale design, development, and delivery of technology solutions. "When CGL was formed in 2001, I called Ron Bohm at King Communications," explained John Fugazy. "I used King Communications' services previously and consider Ron the most reliable telecom contact I know. I didn't call anyone else because I was confident he could do the job for our corporate offices."

King Communications was a single source for all of the new company's telecommunications needs, from providing the inside wiring for the voice and data networks to locating a used telephone system to keep costs down. CGL purchased many telecom services in order to stay in touch with its customers and agents, including dedicated Internet broadband, dial-up internet access accounts, long distance, local phone service, web conferencing and reservationless audio conferencing.

"King Communications interfaced with different vendors to get us the products and services that best met our needs, made sure everything worked to our satisfaction, and helped us keep costs down," John Fugazy added. "King Communications manages all our account relationships with our service providers and is our single point of contact for any issues we encounter. They manage our telecommunications so we can focus on managing our business."

Using VoIP Can Reduce Charges For Your Long Distance and Interoffice Calls

Have you been wondering how you can **save money** on local phone service, long distance, interoffice communications and phone system maintenance?

VoIP (Voice over Internet Protocol) permits you to combine multiple traffic types, including IP, voice, video and data over a single network. Sometimes called IP telephony or Internet telephony, VoIP eliminates the need for separate voice and data networks and reduces or eliminates charges on local, long-distance and interoffice calls. While VoIP uses Internet Protocol, call quality is better when using a private IP network or a managed carrier network, rather than the public Internet.



How can you incorporate VoIP into your business

Do you know what websites link to your company's website? You can find out by going to Google and using the query **link:** immediately followed by your company's URL will provide a list of pages that point to your URL.

What about your personal information? You can also use Google to find out. Use the query **intext:** followed by your name in quotes. You can use the same query with your telephone number, address, or even social security number.

In both cases, do not put include a space after the colon (:).

Hours Spent Reading Declines While TV and Internet Use Spiral Upwards

The Chicago Sun Times reports that according to Veronis Suhler Stevenson, a New York- based investment bank that specializes in media companies, Americans are spending less and less time reading and more time surfing the Net and watching television. In 1998, Americans spent 120 hours a person a year reading consumer books. By 2003, the number of hours of reading had fallen to 106 and by 2006 the projected number of hours spent reading will fall to 103.

By contrast, according to the VSS findings, television-watching took up 1,551 hours of Americans' time in 1998, and is expected to rise to 1,679 hours two years from now. Internet use is also escalating, from 54 hours in 1998 to a projected 213 hours in 2006.

The End of Phishing and Spoofing?

Have you every received an e-mail purportedly from your bank, credit card company or Internet provider requesting sensitive information such as "lost" credit card numbers or passwords needing confirmation? Or an e-mail where the return addresses looks legitimate but tricks you into opening unwanted mail? Several companies are working on solutions.

Sender ID uses Microsoft's Caller ID for E-Mail technology and the Sender Policy

communications? VoIP is available either by interconnecting your phone system to an IP network gateway or by choosing a hosted solution. Both solutions can help your business improve employee productivity, reduce communication costs, increase collaboration and be connected everywhere. Your employees share the same phone features, whether they are located in the same office, across the country, or working from their homes.

- **TalkSwitch** phone systems provide scalable VoIP telephone systems for businesses of various sizes, from the single-person, home-based business to multi-branch businesses with up to 32 users per location. Interoffice communications can be done at no charge using VOIP over the Internet. TalkSwitch works with your existing analog phones and is a complete PBX with auto attendants, voicemail, advanced call management and much more.

- **With a VoIP hosted solution**, calls are made using digital IP-based phones connected to your LAN. Per minute phone charges virtually disappear since usage for local calls and calls between offices is included in the flat-rate service. The new phones replace your old phones and your old phone system. You can remove your old Category 3 wiring from the wiring closet because the digital phones use your LAN wiring. Plus, you eliminate software upgrades, programming charges, expansion cabinets, and all the moves, adds, and changes associated with your phone system. All those expenses disappear and increase the payback of a hosted solution. The hosted solution works best for businesses with 20 to 200 employees.

How do the two solutions compare? Both solutions are easy to use, provide a rich range of features, reduce communication costs, and make it easier to manage employees in multiple locations. The Talkswitch is a user programmable system using familiar Windows point-and-click functionality which helps you avoid costly labor charges for adds, moves, and changes. In the hosted solution, all preferences and features are also point-and-click enabled through a web portal accessed from your browser.

Which solution is right for reducing communications costs in your business? Contact [King Communications](#) now and we will assess your business environment and telecom use in order to recommend the best option.

Framework, authored by Meng Weng Wong, chief technology officer at Pobox.com. The Internet Engineering Task Force is currently evaluating Sender ID as an industry standard for e-mail authentication and several companies have plans to roll out products and services that support Sender ID. Yahoo is also trying to solve the problem with a similar product called Yahoo! DomainKeys.

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