



Herbert Rosen
President
Trans-West Network Solutions

VoIP Continues To Pose Technical Problems

Herbert Rosen of Trans-West Network Solutions Explains What Businesses Need to Know When Purchasing a VoIP Phone System

PHOENIX, AZ — January 31, 2007 — So what is VoIP and why is there so much buzz surrounding it? Simply put, Voice over Internet Protocol (VoIP) is the ability to speak over a data network based on Internet Protocol. Its greatest benefit to companies is the dramatic gain in productivity by seamlessly connecting applications as well as interoffice communications. Billed as the next best thing since sliced bread, VoIP has made believers out of many and given headaches to an even larger group of IT and facilities managers. As with the adoption of any new technology, VoIP comes with a price that's not only associated with the equipment, but more importantly the time, energy, and commitment it takes to do it right. Therefore, it's important for every president and business owner to fully understand the inherent technical issues that exist in VoIP and partner with a business communications provider that knows how to overcome them.

VoIP's problems have been widely discussed by telecom professionals since its inception. Unlike industry analysts and observers, business communication providers are in the trenches on a daily basis and truly understand the technology's problems as well as its challenges. Common VoIP related issues include high or low voice levels, known as clipping, and exorbitant noise or echoing caused by poorly configured data networks. Users may also discover a delay before they hear the other person's voice. If additional

software is added to the network without modifications then latency will increase deteriorating call quality even further. Even something as simple as an employee accessing a file from a server can cause network congestion that will negatively affect a co-worker's conversation. Therefore, it is critical for IT managers to continually monitor performance and uncover these types of issues.

The allocation of bandwidth for Internet connectivity causes an entirely new set of problems. If there is a lack of upstream bandwidth VoIP will not be effective. Upstream bandwidth is typically minimal compared to its downstream counterpart and quality will be impacted without system enhancement. Furthermore, a growing number of users on an organization's network will put a strain on bandwidth as well as network capacity. As a result, voice quality will decline when the network is overloaded with too many users. Since VoIP is a relatively new technology, it will not be compatible with many legacy systems or LAN/WAN firewalls resulting in an additional investment in other network components.

Before investing in a large-scale VoIP deployment or even in a small trial, you need to know how well your network infrastructure will handle the additional, quality-sensitive voice traffic. Many seemingly well-planned trials encounter delay after delay, exceed cost estimates, and are eventually cancelled when the network proves unable to meet the unique requirements VoIP places on it.

Gartner reports that 85% of networks are not ready for VoIP. What's even more shocking is that 75% of companies that do not perform a pre-implementation analysis of their network infrastructure will not realize a successful implementation. Properly assessing the system before, during and after installation will uncover hidden problems before serious damage is done.

Growth expectations are extremely positive for VoIP. According to the Telecommunications Industry Association and Wilkofsky Gruen and Associates, VoIP access in the U.S. will rise to 19.2 million lines by the end of 2007. The issues raised are not deal breakers when analyzing whether VoIP is the answer for your business; however, they need to be taken into serious consideration. Selecting the right business communications partner with a team of technicians that are industry certified on both VoIP technology and equipment will increase your level of comfort, minimize unforeseen problems, and create an environment for seamless transition. The sooner one realizes that the implementation of VoIP is not as easy as plug and play the better the chances for a successful migration.

ABOUT TRANS-WEST NETWORK SOLUTIONS

Trans-West Network Solutions is a member of the Technology Assurance Group (TAG). Established in 1981 and headquartered in Phoenix, Trans-West Network Solutions is a

privately held corporation that has grown to over 8,000 customers across the United States. In an industry that sees companies come and go with each corporate merger, Trans-West has been a stabilizing force in an otherwise unpredictable environment. Trans-West prides itself on the ability to

adapt and grow with technological advances while maintaining a tradition of delivering exceptional products and services. This forward thinking brings its business customers a very tangible value — 24x7 Technical Support, Mitel Platinum Elite Dealer, Toshiba Authorized Dealer, Ultrak Authorized

Dealer, Inter-Tel Authorized Dealer, Nextel Authorized Dealer, March Networks Authorized Dealer, Dedicated National Account Division and Certified Technical and Marketing Staff. For more information, contact Trans-West at 800-598-1898 or visit www.twns.com