

## The Language of Telecom

The telecom industry probably holds a record for using more acronyms in descriptions of services than any other industry. This tendency toward abbreviating industry terms has grown in recent years as telecommunications and high technology merge into communications networks. As part of this process, telecom has adopted much of the terminology used by information technology such as PC, VPN, and WAN. If your discussions with DSCI lose you in a sea of acronyms, just ask for clarification.

Meanwhile, can you guess the meaning of this common network term?

### MPLS

- A.) My Protocol Loses Speed
- B.) Multi Phone Lease Service
- C.) Multiprotocol Label Switching

*Answer: C Protocol used to increase routers' speed and prioritize packets.*

For additional information on these subjects or any other service from DSCI, please contact:

**DSCI Corporation**  
**866-GET-DSCI**



## Linear Title Learns Not All Hosted VoIP Solutions Are the Same

### Linear Title and Closing Ltd.

(www.lineartitle.com) is a full service title agency which takes a systems approach to business. The Linear System not only uses technology to streamline transactions, thus saving time, it also improves quality control and, therefore, the customer's satisfaction. It is no surprise, therefore, that this company demanded a reliable, effective communications infrastructure in order to deliver on its promise to customers. They decided upon a voice over IP (VoIP) hosted system for their telecommunications specifically because it provided a cost-effective solution in addition to a wealth of functionality which fit well with the company's customer support philosophy. On paper, the choice seemed a perfect fit. In reality, the service from their initial VoIP provider didn't live up to expectations. Calls got unexpectedly disconnected and they experienced service outages that would last for hours at a time. The system that was supposed to enhance the company's customer-focused approach to business was actually becoming a roadblock to providing service.

### Solving Problems, Overcoming Obstacles

In initial discussion with Linear's decision makers, DSCI had to overcome a number of objections the company had about VoIP solutions as a result of their past experiences. "In my early discussions with Linear, I focused on explaining to them that the problems they

were having were not related to the VoIP technology, but more a factor of how the provider provisioned and supported the service," explains Sean Quinn, the DSCI Account Executive. "That was good news for us because those are two areas in which DSCI excels."

### The Solution: iPBX Hosted Communications

Linear Title had already done a lot of thinking about what kind of phone system fit best with the way they conducted business. A hosted VoIP solution offered all the features they wanted and, because they run a lean IT staff, a hosted solution meant less equipment to maintain and monitor. So, what did DSCI's iPBX hosted communications service offer Linear that the company's previous hosted VoIP service could not? Quinn explains, "The biggest benefit to Linear in selecting DSCI was the disaster recovery plans we have in place." Broadband Backup was a key feature for Linear in selecting iPBX. Simply put, Broadband Backup lets a customer provide an alternate broadband connection for the company's voice traffic in the event the primary connection fails. The process of routing traffic over the alternate connection is handled automatically, as is the switch back to the primary connection once service is restored. With Broadband Backup, DSCI eliminated the main objection Linear had with the previous provider - loss of service due to outages.

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Linear ...

*Continued from front*

### **iPBX Features Enhance the Way Linear Conducts Business**

The final contract called for iPBX service to include approximately 50 users including some remote, out-of-area users connected over alternate broadband connections. Each user has a direct dial number with 4-digit extension dialing available to even remote users. Another feature of iPBX which Linear found exciting was simultaneous ring which allows a user's office phone and cell phone to ring simultaneously for incoming calls. Employees, who often are away from their desks working with others in the office, can set the feature and take calls on their cell phones

wherever they happen to be. This saves a lot of time and effort in tracking them down for incoming calls.

In addition, because iPBX is easily scalable, the system will meet Linear's needs today and as the company grows.

When asked what convinced Linear to trust the iPBX hosted solution after their previous, poor experience, Rusty Solomon, Managing Director, commented, "We felt comfortable going with DSCI because of the amount of redundancy they could build into the system. Plus the extensive features available with the phones and the excellent support offered everything we were missing with our previous provider."

Linear has been using DSCI's iPBX hosted solution for two months now and remains convinced the choice was the right one. Jessica Digilio, Network Administrator at Linear, offers just one of the ways in which DSCI is meeting their commitments to her. "I received a call one day from someone at the customer support line [at DSCI] stating they were watching our circuit and saw something that didn't look right. They called to make sure that our service wasn't being affected - which is the most impressive thing I've seen from a phone vendor."

For more information on iPBX from DSCI, visit our website at [www.dscicorp.com](http://www.dscicorp.com). ♦

## **Did you know...?**

### **▶▶ Two New Phone Options for iPBX Hosted Communications**

For organizations that either currently have Gigabit Ethernet connections or anticipate a future move to this high-speed service, DSCI now offers the Polycom SoundPoint IP560 with a two-port Gigabit Ethernet switch. Also offered is the new iPBX Softphone which turns your PC into a feature-rich telephone. Softphone can

be used as either a primary phone or as a secondary device for a mobile user. For more information, go to <http://www.dscicorp.com/ipbx>

### **▶▶ DSCI Featured in Cambridge Savings Bank Ad Campaign**

Beginning this spring and continuing through the summer, DSCI will be one of three customers featured in Cambridge Savings Bank's new ad campaign. DSCI was selected because the company epitomizes the same business principles the

bank espouses - superior customer service, financial strength, and innovative services. Ads are scheduled for Boston Business Journal, local newspapers, and WBZ radio.

### **▶▶ New DSCI Website**

DSCI has just launched a new, more informative website which highlights the two areas in which the company excels - its extensive service selection and superior customer support. You can view the site for yourself by going to [www.dscicorp.com](http://www.dscicorp.com). ♦