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Disruptive Technology Is Sweeping Through the Telecommunications Industry

John Puma of Connect it Networks Illustrates How Companies Can Take Advantage of VoIP Networks

MONTREAL — January 15, 2009 — Disruptive technologies are those that dramatically change the way we live and the way we conduct business. Recent examples include the Internet, wireless communications, handheld devices, and GPS tracking systems. Now, Voice over Internet Protocol (VoIP) is on the verge of having a similar impact in the business world. VoIP is sweeping through the telecommunications industry at an astonishing rate and in order for companies to prepare for the future it's critical for them to take a hard look at this technology today.

Unlike regular phone service, VoIP conversations are transformed into digital information and sent over a broadband data network. For example, VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges.

In addition to substantial cost savings, VoIP networks provide companies with extensive flexibility. Traditional phone service simply doesn't match the advanced features offered by VoIP. Unlike early versions of the technology, today's VoIP service offers much greater voice clarity and advanced features such as conferencing, dialing the phone from a PC, and hoteling. Furthermore, employees who use VoIP are more productive regardless if they're at

home or on the road. They can place and answer calls from any location using a VoIP handset. Features such as follow-me messaging enable employees to forward messages to several numbers, and it's easy to access e-mail and voicemail from their PCs.

A 2007 Market Review and Forecast Report by the Telecommunications Industry Association states that more Canadian businesses are using communication systems based on Internet protocol technology. The adoption of IP-based "converged" enterprise network equipment has surged during the past two years as leases of legacy equipment have expired. In a 2007 report, TIA goes on to say that IP/converged systems are expected to overtake traditional enterprise systems by 2009.

The crucial decision in making the move to VoIP is selecting the right network. It's an extremely difficult task for IT departments to purchase equipment and simply plug into the Internet. Just because one can turn voice into data and connect to the Internet does not mean the call will be a success. In order to communicate using VoIP from any location whether in the Canada, the US or overseas, companies have to use a private network to ensure proper connection. A provider's coverage is of particular importance. For example, if coverage is not available in specific areas employees may not be able to make calls to customers and vice versa. Small to mid sized companies have a

couple of options and Connect It Networks is here to guide you to make the right decision..

VoIP is here and companies are tackling this important decision today to ensure their communications tomorrow. This disruptive technology has the awesome capability of increasing profitability and giving companies a competitive advantage in their marketplace. Soon, operating a business without VoIP will be like trying to market without a web site. The time is now and the future is VoIP.

ABOUT CONNECT IT NETWORKS

Connect it Networks was founded in response to the ever-growing demands of companies seeking the latest in technology enhancements, more exclusive handling of their particular needs and, above all, a superior level of confidence in the support and maintenance of their communication infrastructures.

Connect it Networks is a professional organization, a Canadian-owned corporation specializing in providing the latest available technology, with the help of highly skilled specialists dedicated to providing Excellence in Execution to the North American market as a whole.

For more information on Connect it Networks please call 1-877-744-0756 or visit www.connectitnet.com.