



Comms News Spring '07 from Datasharp Telecom

Welcome to the Spring edition of Comms News. In this issue we will be looking at Siemens continued focus on IP telephony via its HiPath BizIP system which is aimed at the smaller office keen on converging its technologies. On the subject of converging technologies we give some information on the use of SIP for voice calls which is the latest protocol on offer for IP telephony. Don't forget that we are here to help improve your communications and customer satisfaction so do not hesitate to contact us if there is anything at all that you want to find out more about. Hope you find this issue useful and I look forward to speaking with you soon.

Yours truly,

Mark Wilson
Managing Director

NEW LOW COST VoIP PHONE SYSTEM FROM SIEMENS - the HiPath BizIP



Siemens Communications has recently announced its HiPath BizIP offering, a new peer-to-peer technology that supports innovative and affordable voice over Internet protocol (VoIP) communications for small offices and home offices. With the Siemens HiPath BizIP solution, switching intelligence is handled by IP telephones linked via a local area network (LAN) infrastructure, without the need for a separate PBX.

"This solution stands out for its low investment costs, helping a small office or home office to set up a robust VoIP system without having to create a complex communication infrastructure," said Mark Straton, senior vice president of Marketing, Siemens Communications Inc. "Installation and maintenance costs are also lower because the existing LAN infrastructure is reused and peer-to-peer software helps eliminate the need for complex telephone configurations."

Communication with public voice and broadband data networks is handled by the BizIP Access Device, which helps ensure that a service provider's VoIP phone numbers can be used for

Internet telephony, ISDN lines or both. The HiPath BizIP solution is pre-packaged to interoperate with low-cost Session Initiation Protocol (SIP) services which are now offered by Datasharp.

SIP TRUNKS and SIP CLIENTS

The Siemens HiPath BizIP system is one of the first to support both SIP Trunks and SIP Clients, but what you might ask are SIP Trunks and Clients?

SIP (Session Initiation Protocol) is a form of IP designed for multi-media use i.e. it is specifically designed for the real time requirements of voice and video. SIP uses a Broadband connection and is a service for which you pay a monthly fee; SIP Trunks are means of connecting a phone system while SIP Clients are registered individual IP phones that you can use anywhere.

SIP Trunks could be additional to or replace ISDN digital lines. The setup charge is typically £10 per trunk with a monthly fee of £6. Calls to other SIP users on that provider are free.

To take advantage of SIP you will either need a SIP enabled phone system or an adapter to connect your ISDN trunk ports to your Broadband router.

Siemens HiPath BizIP, HiPath 2000 and HG1500 carded HiPath 3000 systems will have software upgrades available to support SIP. Most other Hicom and HiPath systems can be upgraded. Adapters will also be introduced to allow legacy systems with ISDN trunks to be connected. The diagram below illustrates the setup for a SIP enabled system such as appropriate Siemens HiPath models.



DATASHARP'S NEW BROADBAND SERVICES

We are now offering the following business broadband packages offering very low contention ratios at very competitive prices. The lower the contention ratio, the fewer other businesses you are sharing the connection with.

Download Speed	Contention Ratio	Monthly Rental
1 Mb	5:1	£23.99
	2.5:1	£39.99
2 Mb	5:1	£28.99
	2.5:1	£49.99
ADSL MAX (upto 8 Mb)	20:1	£34.99
	10:1	£69.99

One off connection charge: £40
or migration charge from existing supplier: £18

Available routers for supply:

ZyXEL 660H – 4 port: £39
ZyXEL 660HW – 54Mb – 4 port wireless: £86
ZyXEL 662HW - 54Mb – 4 port wireless: £156
(with VPN and Firewall)
Microfilters: £5.00

10 TOP-TIPS FOR EFFECTIVE TELEPHONE USE

1. Telephone technology can create the illusion that you are a much bigger operation than you actually are. BUT if you don't know how to use the technology properly, you will create instead the illusion of incompetence.



2. Consider using earphones instead of speakerphones. Speakerphones subject the caller to an annoying echo that makes it difficult to hear clearly.

3. Ask a caller's permission before putting them on hold. Studies indicate that callers become annoyed after being on hold for 17 seconds.

4. Answer the phone with your business name and your own name. For example, "Hello. Jones Catering. This is Sandra Jones." If answering a call that has been transferred to you, answer with your name.

5. Ensure that no more than four rings elapse before the call is directed to voice mail. If the phone is to be answered in person, try to answer in two rings. Avoid leaving a phone ringing

indefinitely without answering. If switchboard operators leave their post for even a short time, ensure that incoming calls are switched to voice mail.

6. Customers arriving in person have priority over telephone customers. When talking to a customer in person, allow voice mail to pick up the phone call, or ask someone else to answer. When a customer arrives while you are talking on the phone, ask to place the caller on hold, then address the walk-in customer.

7. If you are using an 0800 number, find out precisely what areas or countries can reach you using that number. Post that information on your web site or wherever the number is advertised.

8. Give a thought to time zones before phoning a customer or potential customer. If you don't recognize the area code that you are calling? Check the World Time Server at <http://www.worldtimeserver.com/>

9. Be aware that both gum chewing and cigarette smoking are clearly audible over the telephone. Instruct personnel to avoid these activities while talking on the phone.

10. If working from home, your business phone must be answered in a professional manner.

CUSTOMER NEWS

Long standing customer and distributor of bathroom products, **N. Froy and Sons Ltd**, has moved to new premises in Crawley and are using the **Siemens HiPath** 3500 with all IP phones and **CallView** software.

Search engine optimiser and web designer **Urban Media** are using **Datasharp Hosted IP** services giving staff the flexibility to use their **Cisco** IP phones anywhere there is a broadband connection. Urban Media produced and look after our own www.ds-telecom.co.uk web site.

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