

# PLUS PAGES QUARTERLY

Concepts in Voice and Data Communications



## Which System Is Right For You?

Randy Quinn, Systems Program Manager

When you decide that it is time to buy a new car, you probably already have a good idea of the type of car you need—a minivan, a pickup truck, a passenger car, or an SUV. When you decide it is time to buy a new phone system, you may not have an idea of the type you need. This article provides a synopsis of the Vodavi phone systems we sell and will give you enough information to lay the foundation for the right decision concerning a new phone system for your business.

The Vodavi STS, (Small Telephone System) is a telephone system designed for the small business customer. Its basic configuration starts out with four C.O. line ports (i.e., incoming lines), eight digital station ports (i.e., desktop phones), and two “built in” analog station ports (e.g., can be used for a

portable phone and a fax line). The system is expandable to 24 C.O. line ports, 48 digital station ports, and 2 “built in” analog station ports. Also available in the system are T-1 capability, an eight port voice mail system, the Wanderer digital cordless telephone, and caller ID.



For our medium to large customer, we suggest the Vodavi XTS, (Expandable Telephone System). The system configuration starts at 8 C.O. line ports, and 24 digital station ports, and is expandable to 600 ports (e.g., a combination of lines and stations). The XTS uses the Triad telephones, which is good news if you have a Triad system—it means you can expand to fill your needs for years to come.



The XTS supports T-1, PRI, analog stations, the Wanderer cordless telephone, Dispatch and Pathfinder voice mail systems, caller ID, CTI (Computer/Telephone

Integration), and VoIP (Voice Over Internet Protocol).

The Vodavi Telenium IP is an IT manager's dream. It is a VoIP system, allowing you to use your existing data network and the Internet for voice communications. The programming is web based and is simple to maintain for any IT manager. One of the benefits of an IP system is to connect remote phones (e.g., for your telecommuters or satellite offices) over the Internet.

Whether you are a small business or a large business, we can provide a phone system to match your needs. Hopefully, these short descriptions of three popular Vodavi systems give you enough information to narrow your search for a new system. Give us a call today, and we will be glad to answer any questions you may have.



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## Hospitality Wireless Internet Access

PHILIP H. SCHLESINGER, MCSE, CCNA, IT MANAGER

**In today's economic conditions,** consumers are pinching pennies and trying to get the most for their money. They're looking for the ability to do more with less and to spend their time with the highest efficiency.



How does a business survive in this type of economy? Raising your prices will spell disaster, for the consumer will flee to the neighboring competitors, or worse yet they won't even spend the money. Lowering prices may push a company into the red. So what's the solution?

Answer: minimal investments in services that can then be marketed as adding value to your existing product and that will draw in more customers. I'll give you the perfect example of a great service that's raising the standard for the hospitality industry: providing high-speed wireless Internet access to customers.

Why are consumers looking for high-speed wireless Internet access? Whenever they are, whenever they want, they want to work and play. To be disconnected from the Internet is to be out of touch, at risk of losing business and precious time. Wireless access adds freedom of movement by cutting the cord, un-tethering people. The computer industry has helped this trend along by integrating wireless cards into most of their products.

With the minimal price difference between those businesses in the hospitality industry which provide wireless Internet access and those which don't, many

smart executives and managers are choosing to go "wireless". Systems such as laptop computers, Palm Pilots, and Pocket PC's are increasingly out, on, and in use at various hospitality venues.

- Hotel guests not only work in their hotel rooms, but also while sitting by the pool, relaxing in the lobby, eating in the restaurants, and talking with their partners, vendors, and clients in the meeting and conference rooms. And while the low-speed dial-up modem connections in the hotel rooms are greatly appreciated, it's not usually worth the headache. Given their large size, many hotels themselves tap into the same wireless coverage to keep their roaming staff (technicians, managers, cleaning, etc.) in touch with the front desk, back office, and one another.

- Along similar lines to hotels, visitors at convention centers need to keep in touch with their offices while they browse the exhibits and listen to the speakers (why else would people be constantly talking on cell phones at conferences?). Exhibitors don't want unsightly data cables and networking hubs draped, suspended, and pulled every which way in order to make their PCs talk to one another – they want to be able to just plug in to power and start communicating so they can get on with what they're there to do in the first place: woo customers. And just like hotels, convention centers can benefit from the same wireless coverage because it can keep roaming staff in contact with one another and the main office.

- The breakfast crowd at coffee and juice bars and restaurants like to read the news and start on their emails while eating their pancakes and orange juice or sipping their venti half-caf non-fat caramel macchiato with a pinch of nutmeg, vanilla, and cinnamon. The lunch crowd likes to hold meetings while discussing the latest sales figures and planning the next marketing initiative.

The dinner crowd wants to be able to finish that major proposal before its midnight deadline.

- While standing in line or waiting at the gate in the airport, people want to be able to use that time efficiently by responding to emails, updating the office with the latest sales figures, or touching up the presentation so they will successfully impress their audience.

- People, particularly students, flock to bookstores and libraries to find the silence that is becoming such a rare and precious commodity in today's society. Students want to be able to do their homework surrounded by books while researching the latest facts on the Internet. In fact, students, being more technically savvy than most, are a key demographic group demanding wireless Internet access.

Now let's get down to brass tacks: cost and installation (remember, this is supposed to be a minimal investment). I'll give you the numbers – you do the math (or - forgive the shameless plug - call us to set up an appointment and we'll do the math for you):



### Connecting the location to the Internet

- If your company already has a DSL, Cable, or T-1 Internet connection, that existing connection can be shared for both your own business's Internet needs as well as your consumers' Internet usage for little additional cost.

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## WIRELESS ACCESS

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■ If your company does not have an existing Internet connection, getting one is usually quite easy nowadays. Depending on service plan, monthly costs start at just \$30. The Internet providers usually waive the cost of installation and equipment if your company signs a twelve-month contract. And just as I mentioned in the previous bullet, this Internet connection does not have to be just your customers – it can also be used by your staff to keep in touch with past, present, and future clients, corporate offices, business partners, and vendors.

In both of these situations, our technicians' time is usually minimal.



### Setting up wireless coverage for your customers (and for your staff too!)

The most prevalent device in a wireless rollout is called an access point (or "AP" for short). AP's are small boxes the size of thin paperback book, usually with two adjustable 6" – 8" long removable antennas sticking out. They are usually installed inside crawlspaces or, when necessitated, on walls near the ceiling, but hidden as well as possible. Here are the key details to consider for AP's:

- Depending on the choice of hardware and layout of a room, a wireless device can pick up an AP up to 300 feet away.
- Each AP usually can handle up to 26 users, so a convention center with an

expected 300 simultaneous wireless users would need a minimum of 12 AP's to cover the expected number of users.

- AP's start at under \$90 and only cost more if high-level administration or management functions are requested by you or if specialized antennas are required.

In addition, each AP must be linked to a central backbone. The cost of this wiring depends on the distance between the AP's and the central backbone and the ease of installation.

### What if I have customers that don't have a wireless device but they want to use the Internet?

That doesn't need to stop you and in fact, can turn into a money maker by renting out to your customers the necessary wireless devices. Most laptop computers that don't have an existing wireless device can get a wireless connection by using any of the following options:

- The easiest option is to use what's known as a wireless bridge. This bridge device is usually the size of a pager or a pack of cigarettes. If a laptop computer has an existing Ethernet networking port (most nowadays do), just connect a wireless bridge to that port and off they go! This process usually takes no more than a minute.
- The next best option is to add what's known as a wireless PC Card. These cards are about the size of a credit card and slide into the side of the laptop. A small piece software called a driver is then loaded and the person is off and running! The whole process normally takes no more than 5 minutes.
- Yet another option is to connect what's known as a wireless USB adapter. After loading the same type of software driver I mentioned in the previous bullet, plug the device to the laptop computer's USB port and they're ready to surf! Again, the process here normally takes no more than 5 minutes.



### Can I charge my customers for this access?

Yes, but we recommend against this option because this involves additional hardware that tacks at least \$600 on to the installation cost if just a single AP is to be installed and at least \$2000 if multiple AP's are to be installed. The ROI from that additional cost takes a long time. Our business analysis shows that it's better to give the access away as a value-added-service for your customers than to deal with the headaches involved with charging for access.

### So how do I get the process started?

Give us a call at 800-941-9994 and let our receptionist know that you are interested in putting in a wireless network. The receptionist will route you to myself, Greg Stearns (our C.O.O.), or Jim Stewart (our Chief Estimator). We will schedule an appointment for us to come out, give you a demonstration of wireless access, discuss your interests and needs, and perform a quick site survey. We will then build an estimate so you can have a clear idea as to the costs involved. If you approve of the estimate, we will install, cable, and configure the wireless devices, and then after completing the installation, we will train you and your staff on how to use the network and how to offer it to your customers.

After that, as the technology is solid-state (i.e. there are only a couple of moving parts), it's just "set it and forget it". We expect the only time we will receive a call from your company is to request that the coverage be expanded. It's that simple.

So give us a call and get the process started today!





## When you call Tel Tech Plus . . . . Say hello to Judy, our Receptionist, then --

### If you need assistance for:

Phone and voice mail systems  
 Network cabling or data center projects  
 IT systems  
 Estimates or design support  
 Phone or voice mail problems  
 Moves, adds, or changes  
 Order additional phone equipment  
 IT service  
 Billing inquiries  
 Suppliers and vendors  
 Info on pre-qualification documents

### Then ask for:

Randy Quinn  
 Chris Meade  
 Phil Schlesinger  
 Jim Stewart  
 Linda Bromley  
 Linda Bromley  
 Linda Bromley  
 Mellisa Dupont  
 Sharon Kuwabara  
 Michele Talbott  
 Kimi Anderson



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 and services  
 and other topics  
 that relate to  
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## Microsoft Patch Watch

**Joseph Jordan, IT Technician**

Microsoft published 18 security bulletins during the period of March to May 2003, eight that were critical. Most of the attention during this period was given to the possibility of attackers running code on computers, which had not been properly patched. Although this malicious behavior did not directly affect Tel Tech Plus, we cannot emphasize enough the importance of keeping security patches on your computer systems up to date. When we initially issue a desktop computer or laptop to our own employees, our IT department makes every effort to secure it as much as possible.

If you'd like to check your computer, open Internet Explorer and click on Tools in the menu bar. Then click on Windows Update. This website checks to make sure that your computer has all of the latest security updates and fixes for several issues, including some you may not even be aware of. **Note: Please make sure you have a good backup of your data before starting the patching process.**

Tel Tech Plus is very concerned about securing your business's information and data. Our IT staff is fully qualified to provide any level of design, implementation, and security. Security attackers can be a problem as they try to find new avenues of access to your network all the time. We can either stop them or make their attempts extremely difficult.

**For more information, please feel free to call us at (760) 598-6233 x111, or e-mail [ITHelp@teltechplus.com](mailto:ITHelp@teltechplus.com).**