



## Technology Seminar Alert!

Access Telcom will be hosting our next Technology Seminar on November 10, 2010 from 7am-9am at our office.

We will be showcasing what is new and exciting in the world of VoIP technology and ShoreTel. With ShoreTel's 11.1 big release there will be plenty of new features to look at.

- Distributed Database
- Personal Web Communicator

If you would like to attend please contact Brita at 509-340-0286 or [Brita@access-tel.com](mailto:Brita@access-tel.com).

## ShoreTel 11 Takes Unified Communications Reliability, Flexibility and Low TCO to the Next Level

With features such as a client for the iPhone and distributed database, ShoreTel 11 helps large businesses simplify system management, improve reliability, lower communication costs, and give the on-the-go workers more choice of mobile devices.

ShoreTel 11: Summary of New Features

- The ShoreTel Communicator client is now available for the Web and the iPhone, allowing users to manage communications from Macintosh computers

- Mobile Call Manager for the iPhone

and iPhones, along with BlackBerry and other popular devices. ShoreTel Communicator for iPhone is available from the iTunes App Store as a free download.

- ShoreTel has enhanced the already highly reliable distributed architecture of ShoreTel with distributed database capabilities. Additional instances of the ShoreTel 11 database can be installed at remote sites, helping to alleviate potential performance bottlenecks and eliminate single points of failure.

- ShoreTel 11 offers extended legacy PBX integration capabilities with expanded QSIG support, making it easier for customers to leverage existing investments and migrate to ShoreTel's all

IP-based UC capabilities over time.

- With the release of ShoreTel 11, ShoreTel has changed the name of its award-winning desktop application from ShoreTel Call Manager to ShoreTel Communicator to reflect the expansion of capabilities that extend well beyond traditional "calls" to include unified communications.

For more information on ShoreTel 11.1 please contact LaVerne at 509-340-0298 or [laverne@access-tel.com](mailto:laverne@access-tel.com).



## Hosted Voice or SIP Trunks? The myths and the truth.

Business Voice-over-IP comes in different flavors; however most solutions fall in two different main categories: so called hosted voice and SIP Trunks. To help you in your decision on which type of system to adopt, Clearly has compiled the following table.

**Here are some of the myths on the Hosted Voice side:**

### Cost Effectiveness

- You must dispose of your existing phone system or purchase new IP phones
- Most Solutions are priced on a flat per-user basis. You pay regardless of actual aggregate usage

### Productivity

- You need to re-train users to completely

different interface, different keystrokes, etc.

- Often causes significant disruption and downtime during transition.
- Fewer features than most of today's PBXs

### Quality

- Most solutions do not offer end-to-end Quality-of-Service (QoS) management.
- Quality is variable depending on data traffic

**Here are the truths about Clearly SIP trunks**

### Cost Effectiveness

- Leverage your investments in your existing phone system (whether you own an IP PBX or a legacy one).
- Support analog phones
- Priced on a per-line basis, which means your costs reflect your company's actual aggregate usage

### Productivity

- No need to re-train user. SIP trunks are completely transparent to users.
- No downtime during transition. Transition often only requires minutes and is mostly invisible to users
- Your IT staff has more control over features and usage policies

### Quality

- Clearly products always include end-to-end QoS management. Quality is as high as traditional voice service, and constant, regardless of data traffic.

For more information on Clearly SIP

Trunks contact Brita at 509-340-0286 or [Brita@access-tel.com](mailto:Brita@access-tel.com)



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## People Are Asking, “What is Google Voice?”

We will better explain this new term and what the buzz is all about. For small business applications this may work great, but for larger businesses wanting administrative control, this may not be the best application.

**Google Voice** is a telecommunications service by Google launched on March 11, 2009. The service provides a US phone number, chosen by the user from available numbers in selected area codes, free of charge to each user account. Inbound calls to this number are forwarded to other phone numbers of the subscriber. Outbound calls may be placed to domestic and international destinations by dialing the Google Voice number or from a web-based application. Inbound and outbound calls to US (including Alaska and Hawaii) and Canada are free of charge. International calls are billed according to a schedule posted on the Google Voice website.

The service is configured and maintained by the user in a web-based application, styled after Google's e-mail service, Gmail. Users must have an established US

telephone service to activate Google Voice. Users must configure this and optionally, additional phone numbers that ring simultaneously when the Google Voice number receives a call. The user may answer and receive the call on any of the ringing phones. Google Voice provides additional features such as voicemail, call history, conference calling, call screening, blocking of unwanted calls, and voice transcription to text of voicemail messages. Received calls may be moved between configured telephones during a call.

Google Voice is available only for users in the United States. Users may select a single US phone number from various area codes. Incoming calls to the number may ring simultaneously any of the user's configured phones or the account's Google Talk feature. Based on the calling number, or contact group (e.g., Family, Friends, Work), or on time of day, e.g., disabling a home phone during business hours and routing calls to mobile or business number, individual numbers may be configured to ring. The service also features voicemail with indexable automated voicemail transcription, accessible via a web browser, e-mail, or by phone. Google Voice provides automatic blocking of known numbers, e.g., telemarketers, the

ability to switch lines in mid-call, differentiated voice mail greetings based on caller, SMS forwarding, and call recording. Additionally, customers of Gizmo5, a Session Initiation Protocol (SIP) service vendor, may forward calls to their Gizmo service which may be answered using a free computer application or a web application.

Similar in concept, free Personal Numbering services have been available in the UK since 1993. It is also similar to the AT&T True Connections 500 service offered in the 1990s. AT&T's service required the direct involvement of AT&T to change the phone number list, while the Google service is user-configurable on the web application.

To utilize Google Voice you must first have a smart phone device, such as an iPhone, Blackberry or Android device.

For more information on Google Voice please visit [www.google.com](http://www.google.com).



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### Who's Who

#### Owners:

Kent (ext 302) and LaVerne Biel (ext 309)

#### Administration:

Mike (ext 304) - Accounting/Personnel  
John (ext 308) - Project Coordinator

#### Phone Technicians:

Carl (ext 303) - Lead Technician  
Charles (ext 307) Technician

#### Computer Technicians:

Greg (ext 313) Manager  
David (ext 316) Network Engineer

#### Sales Personnel:

Brent (ext 326) Communications Analyst  
T.J. (ext 323) Communications Analyst  
Brita (ext 306) Dispatch/Dial Tone Advocate  
Charlene (ext 305) Customer Advocate