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## Hot Tip #33: Will FCC Decisions Impact Your Business?

*Say good-bye to traditional telephony as you know it!*

Telecommunication Industry Update -  
Now is the time to move to the Cloud!

Have you heard the latest news about the telecom industry? As we reported to you early last year, the end of the Public Switched Telephone network (PSTN) and traditional analog telephony is on the horizon! In fact, in a recent meeting, the Technical Advisory Council to the Federal Communications Commission recommended that a date be set for the end of the PSTN.

With the increased reliability of Internet connections and Voice over Internet Protocol (VoIP), more and more businesses are utilizing today's new communications technologies and abandoning the old technology that we grew up with. As a result of this trend, the large Telco's who shoulder the overhead of infrastructure maintenance are seeing a decrease in analog service revenue while costs of maintenance increase. In order to recoup these lost profits, the large Telco's have petitioned the FCC to allow them to end the burden of maintaining the aging, legacy infrastructure and transition services to strictly IP as reported in the article that appeared in Connected Planet in January 2010.

**What does this mean to you? ...** It means that you should start planning for the transition of your business communications move to an all-IP network sooner rather than later.

Are you ready to transition or learn more about VoIP? Contact ITS today and we will answer all of your questions and guide you through the process. ITS offers VoIP Cloud Solutions including SIP trunking and Hosted IP - with our Sizzling Summer Special you can transition to a cloud solution with no set-up fees! SIP trunking allows you to take advantage of the benefits of VoIP while utilizing your existing phone system\*. Our IP PBX solution includes all the



features of an expensive PBX phone system which optimize your efficiency and effectiveness, without the capital investment.

Wherever you may be, ITS is here to help you transition to a new solution as seamlessly as possible, all at a reasonable price and while providing world class customer service. Call us at 800.876.4ITS (4487) or 805.520.7020 today!

\*Additional equipment may be required.



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