

Beam me up more bandwidth, Scotty

By Kim Konigsberg

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"It's not just consumers downloading video or the love of smart phones that's causing bandwidth demand to skyrocket, but the need for access to software, platforms and infrastructure as a service by businesses and our increasing reliance on the network for improving productivity and seeding innovation."

As the story is written in *April 2010's Gigaom news*, the need for greater bandwidth, faster response times and network availability is driving business to add more and more bandwidth for internet connectivity. The good news is that the cost of bandwidth has never been lower.

Early internet days began with dial up service, followed by DSL and cable modems, all the time, I was thinking "Why do I need a faster internet connection? I can only read

a page so fast". Well today, the answer is much clearer. Faster internet connections are not necessary for reading email or instant messaging; it is needed to take advantage of all that is possible using the internet.



Today SaaS (software as a service) or cloud computing is one example. Businesses no longer need to invest in or support premise based services. Almost any service you provide yourself, such as your email server, Accounting software, Order Management software or Customer Relationship Management (CRM) application is now available from the cloud.

All of these services plus real time applications like Voice over Internet Protocol (VoIP) Phone System, Hosted IP PBX and Video Teleconferencing, all call out the need for faster, larger internet connections. Businesses with multiple locations can now be connected together at a more reasonable cost and eliminate the expense associated with calling between the locations by using technology

like SIP trunks. SIP trunks ride the internet and provide VoIP type service on both old and new phone systems.

Doing the math, if you were to install a 6Mb circuit last year, the equivalent of 4 T1s, it would cost you about \$240.00 per Mb or \$1600 per month. Today, using Fast E or Ethernet Handoff, the same bandwidth, 6Mb, would cost about \$140.00 per Mb or \$840 per month. Generally, the greater the bandwidth, the lower the cost per Mb. Last month we assisted our customer California Psychcare, Inc. in acquiring a 45Mb circuit for less than \$65.00 per Mb.

Anthony Kibler, Director of IT at California Psychcare, Inc. said "As an ITS customer, I can depend on ITS to do the homework for me, they consistently provide me with the best solution at a reasonable cost. And, I get the added benefit of working with professionals who understand the industry, where it's going and how we can best take advantages of the changes, all while providing California Psychcare with personalized service and extreme customer satisfaction".

More than ever before, small to medium size businesses can now participate and take advantage of hosted solutions without sacrificing performance or the kid's college fund. ITS can help to bring your business light speed ahead of the rest.

Why choose ITS to help you with your business communication solutions?

Let's face it. Technology breaks. And when it happens you want to know that you will be able to get in touch with someone who can solve the problem quickly. When you call ITS, you are guaranteed to not get stuck in an automatic system pressing number after number trying to get to the appropriate person who can solve your issue. At ITS, live, friendly people in our Southern California service department answer our phones and are trained to help you. You will know the names of the people who can help you and you will have direct access to them. Let ITS show you all the alternatives that are available to you and experience the benefits of dealing with a telecommunications company that cares.

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