



SOLUTIONS FOR TODAY

YESTERDAY'S TECHNOLOGY. Because the Telephone Company was the only game in town, they made the rules and set the prices. A C.O. Line cost a certain amount of money. In some places the cost quadrupled if the technology was "ground start" instead of "loop start". (No, you don't want to know). Heaven forbid you wanted to bring your old number with you when you moved to a new city. Your choices added costs in large doses. Every way you turned you were asked to pay the price.

Then, there was the issue of call costs. Long distance was ferocious. Local calls never seemed costly by comparison, but those nearby calls really added up. We recall the days when it was so costly to call across the Bay, that we could save customers enough to pay for the whole phone system with the call savings. No kidding

Competition came in and it got much better; but It never ended. You just never knew where to look. Toll Free service. Minimum call charges. Rounding. Local calls. Huge charges to someplace you never mentioned during the sales process – perhaps Canada. You remember how it worked. A young man or woman selling long distance showed up, pointed to one area of your bill where you could get "big savings" and you did it. In reality you did save; and you never knew where it could have been a lot better. The salesperson didn't mention it, and you had no way to know. If you found out, it didn't matter because you had a 3 year contract.

TWISTED PAIR customers knew all of this years ago. Our affiliated Carrier has been billing in 6 second increments and at under 5 cents per minute for years. Toll Free too was charged at the same rates, not an inflated cost that was never discussed. In addition, we knew at which point the long distance carrier could save money over AT&T (then Pac Bell) local calls. We've made plenty of friends by knowing the solution and being fair about it. Our customers never got hurt, and they knew it going in, because we gave them all our Iron Clad Guaranty. They could leave if ever they got a better deal elsewhere. We didn't hold them by contract; we held them by quality.

THE TECHNOLOGY IS CHANGING AGAIN. The Internet has placed us right at the front door of a new round of change. Now, the new technology is SIP Trunking, or VoIP technology. SIP is the Protocol that is used to initiate, maintain and complete an internet connection for voice or video. VoIP is Voice over Internet Protocol, which is the term for transmitting voice over the internet. Now it's business' turn to save money by using the internet for telephone calls. But wait..just as in the old Long Distance days, Customers are fearful. It's not as bad as when AT&T (the long distance giant) made their money by selling fear nightly on the TV. Heck to hear them tell it, you would go out of business if you used Sprint or MCI. Not that bad, but VoIP? For Business? Really?

We can help you decipher this, because...

WE HAVE CONNECTIONS



Until recently, the technology has not been ready for prime time. Today, it generally works flawlessly..at least in the populous areas. In the Bay Area we have yet to find a place where the internet connections are insufficient. It has been impossible to discern a difference between a call using older analog lines, older PRI (last generation digital) lines and VoIP.

So, what's the problem? Like in the early days of the Long Distance wars, not everything is what it is said to be. Quality can vary if you are supplied by second tier suppliers. Not all suppliers understand the need for "voice prioritization" (no, you don't want to know) or how to get it. If the company who "sold" you cannot solve that, you may have a long term contract on a short term solution.

Prices are often not what they seem. Just as in the old days, minimum call duration, rounding, and obscure contract language may create higher costs than anticipated. We think a good reason to have confidence in a solution is the track record of the company proposing it. Our customers have years of getting what they were promised and finding someone home when they called. We have always been a small company, not just responsive to our customers, but dependent upon them to make a living. We care. We want you to like us. We want you to recommend us to your friends. We are the direct opposite of the old Lily Tomlin comedy routine, and our customers know that.

We have mentioned a time or two that we have connections. Those connections would be the 35 Carriers for whom we are Agents. We are an agnostic telephone company, who does not have an allegiance to any one carrier. Unlike folks who sell brand X because that's where their money is, we get a few pennies from everybody and can therefore say that our interests are perfectly aligned with yours. You and we have a common goal; we both want the best service you can get.

We will find your solution, and it will work properly. Our VoIP carriers are located in the 'carrier hotels' in the largest carrier spaces in the country (L.A. N.Y. and points between). They are redundant, in hardened facilities, with power protection and access to every other carrier and ISP. What does that mean to you? Your telephone data is safe and secure. No matter what disaster occurs locally, it won't affect your telephone service. Want to work from home? Traveling? Just log in (perhaps with your softphone) and you are "in the office". Growth is manageable; you will not outgrow the system. You will have no obsolescence; you can take every piece of equipment you own and move it to another system. You will have no service or maintenance costs; the carrier does that. There are benefits everywhere.

And just like always, we give our customers an Iron Clad Guaranty. If we don't deliver, you can leave with no consequences. Not all carriers are alike. Not all VoIP services are alike. We know, because...

WE HAVE CONNECTIONS

Call us. Frank at 925.556.2321. Cliff at 925.556.2301. Service at 925.556.2350