

Quality of Service

Voice over Internet Protocol (VoIP) has been available for over a decade. It is well known in the Telecom Industry that VoIP offers superior advantages in cost and every aspect of performance. Why then, is it not more prevalent?

VoIP Technical Requirements

With VoIP, your voice is converted into "digital packets" which are delivered over an Internet connection. This connection that carries your calls must be *High Quality*, which means it must be:

- **Always fast**, so packets, the little pieces of your voice conversation, are not delayed or lost.
- **Always available**, so you can make calls anytime.

Problems Faced by Other VoIP Providers

Other VoIP providers depend on the local cable or phone company to provide a "High Quality" Internet connection so their service can work reliably. But the local cable and phone companies do not sell a "High Quality" connection.

Instead they both sell a "best effort" Internet connection which means that when it works, it works; when it doesn't, it doesn't. In fact, they usually don't guarantee anything. Read their fine print; it will say 'speeds up to' or 'speeds will vary,' but it will not say 'speeds at least.' That is a big difference.

The cable and phone companies have no interest in providing a "High Quality" Internet connection, after all they also sell phone service; why would they want to make VoIP phone service work better?

As a result VoIP has been primarily marketed as a low cost phone service to those who are willing to put up with voice quality problems. Vonage, for example, loses over one third of its customers each year, mostly due to voice quality problems!

Phone Essence offers:

- Far more features
- Lower operating costs
- Small initial investment
- Future proof design

The Phone Essence Solutions

High Quality Connection

We provide a High Quality Internet connection because we are the ISP. Coinet, our parent company, has 14 years of experience providing Internet connections to businesses here in Central Oregon. That means we can *guarantee* a genuine *High Quality* Internet connection.

Dedicated Connection

We will install a dedicated connection from our location to yours that will only be used for phone calls. This ensures that no VoIP packets will be delayed or lost, and that means you will have the best possible voice quality.

Automatic Fail-Over

A special fail-over router will also be installed, and will constantly monitor the dedicated connection. In the unlikely event that the connection is interrupted, the router will *automatically* switch your phone calls to your current Internet connection and notify our technical support. This means that even if the Internet connection is momentarily interrupted, your phone service will not be.

The Phone Essence Advantage

The telecommunications industry is full of providers trying to differentiate themselves by claiming better value, service or solutions. But they are all actually selling the same product; expensive and inflexible hardware using yesterday's circuit based technology.

Phone Essence Business Phone Systems are truly different. We offer far more features for a lower price because our systems use computers, Internet technology and are 100% packet based. We bring the essence of the Internet Revolution to voice communications.



541-389-1299 25 NW Minnesota Bend OR