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Disruptive Technology Is Sweeping Through the Telecommunications Industry

Todd Wilson of Intermix Technologies Illustrates How Companies Can Take Advantage of VoIP Networks

RIDGELAND, MS — March 5, 2008 — Disruptive technologies are those that dramatically change the way we live and the way we conduct business. Recent examples include the Internet, wireless communications, handheld devices, and GPS tracking systems. Now, Voice over Internet Protocol (VoIP) is on the verge of having a similar impact in the business world. VoIP is sweeping through the telecommunications industry at an astonishing rate and in order for companies to prepare for the future it's critical for them to take a hard look at this technology today.

Unlike regular phone service, VoIP conversations are transformed into digital information and sent over a broadband data network. For example, VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges.

In addition to substantial cost savings, VoIP networks provide companies with extensive flexibility. Traditional phone service simply doesn't match the advanced features offered by VoIP. Unlike early versions of the technology, today's VoIP service offers much greater voice clarity and advanced features such as conferencing, dialing the phone from a PC, and video chat. Furthermore, employees who use VoIP are more productive regardless if they're at home or on the road. They can place and answer calls from any location using a VoIP handset. Features such as follow-me messaging enable employees to forward messages to several numbers,

and it's easy to access e-mail and voicemail from their PCs.

A 2007 Market Review and Forecast Report by the Telecommunications Industry Association states that more U.S. businesses are using communication systems based on Internet protocol technology. The adoption of IP-based "converged" enterprise network equipment has surged during the past two years as leases of legacy equipment have expired. In a 2007 report, TIA goes on to say that IP/converged systems are expected to overtake traditional enterprise systems by 2009.

The crucial decision in making the move to VoIP is selecting the right network. It's an extremely difficult task for IT departments to purchase equipment and simply plug into the Internet. Just because one can turn voice into data and connect to the Internet does not mean the call will be a success. In order to communicate using VoIP from any location whether in the US or overseas, companies have to use a private network to ensure proper connection. A provider's coverage is of particular importance. For example, if coverage is not available in specific areas employees may not be able to make calls to customers and vice versa.

Small to mid sized companies have a couple of options. For instance, they can directly tap into leading network providers such as Vancouver, Washington-based New Edge Networks with broadband coverage that spans the entire US or they can approach telecommunications consulting firms like San Diego's Carrier

Support Group. Their role is to analyze a company's needs and identify the right provider to match those needs.

VoIP is here and companies are tackling this important decision today to ensure their communications tomorrow. This disruptive technology has the awesome capability of increasing profitability and giving companies a competitive advantage in their marketplace.

ABOUT INTERMIX TECHNOLOGIES

Intermix Technologies is Mississippi's leading business communications, data networking, video surveillance, and security systems provider. Intermix Technologies gains a complete understanding of its customers' business objectives in order to recommend solutions that address specific needs. The company's solutions are designed to improve their customers' productivity, increase their profitability, and give them a competitive advantage in their marketplace. Intermix Technologies offers innovative products and business applications that are delivered by their team of industry certified professionals 24 hours a day, 7 days a week.

For more information on Intermix Technologies, please call 601-605-1057, visit www.IntermixTechnologies.com, or stop by and see us in action at our new location off of County Line Road and I-55 North, at 130 Dyess Road.