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SIP Trunking

Telecommunications is a complex hybrid creature—part hardware and part software with a little magic thrown in for good measure. SIP is part of the magic that makes real-time communications over the Internet possible.

SIP, short for Session Initiation Protocol, enables voice, data and video to travel quickly and clearly between people in real time. It is the heart of VOIP and critical to instant messaging and video calling, and has worked its way from the computer desktop to mobile communications.

Why It Is Important

In the old days of telephone communications, calls were transmitted over copper wires connected by numerous switches that often were owned by different companies. The high cost of building and maintaining these wired networks was passed along to users in their phone bills. Business and residential customers were charged one rate for local calls, and higher rates for their long distance calls.

With the advent of the Internet and the ability to communicate almost instantly across great distances, a new breed of telecommunications emerged that took advantage of the new technology. Initially, the Internet was used primarily for data transmission. However, advances since its inception have allowed companies to transmit so much more – data, voice, video, images, etc. The introduction of VOIP -- Voice Over Internet Protocol – takes advantage of low cost, high speed and capacity of the Internet for voice communications.

What's in It for You

SIP can dramatically lower your telecommunications cost. Furthermore, it enables companies to add software features and applications that expand their capabilities without the infrastructure expense of traditional telephone systems. It gives small companies access to the same features and functions that only larger companies were able to afford before. For enterprise businesses, SIP provides a way to integrate complex organizational tools, improves the user experience, increases productivity and enhances information flow between geographically separated offices.



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The Universal Services Fund Today

Have you ever wondered about that fee you are charged every month by your telecom provider? If so, here is a brief history of the Universal Services Fund (USF) and what you may expect in the future.

Background

In 1997, the Federal Communications Commission (FCC) created the USF to meet the goals of the Communications Act of 1996 that mandated that telephone service companies contribute to a fund that would provide affordable telephone service to rural America, particularly schools, libraries, and health care providers, among others.

Over the years, the fund has subsidized rural telephone companies and cooperatives to provide access to basic telephone services in these areas. However, with the advent of the Internet and broadband communications, the USF has gradually shifted its focus.

Recent Changes to the USF

In October 2011, the FCC approved a plan to transition funds from the USF to be used to expand broadband Internet services into these rural communities. Beyond the shift in focus due to advances in technology, allegations of fraud and abuse cast a dark shadow over the USF. The newly created Connect America Fund is expected to receive \$4.5 billion annually to shine a new light into rural America and ultimately replace the USF by the end of the decade.



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VIRTUALIZATION—it's virtually everywhere!

Those of us old enough to remember the early days of IT know how dramatically computer technology has changed over the years.

In the mid-1970s, for example,

- Computers took up entire rooms that were kept at near refrigeration temperatures
- Hard drives were more than a foot in diameter
- Reel-to-reel tapes were the only way to backup data
- 64KB was a lot of memory
- It required a stack of keypunched cards and a telephone hooked into the computer to send data over dedicated lines

Today, your laptop, tablet or smart phone can store more information and provide more computing power than an entire company's 1970s datacenter. All driven on the power of your telecommunications provider.

Technology continues to evolve to make it simpler, more efficient and less expensive than ever to have state-of-the-art functionality that powers your business.

Consider the latest trend – virtualization. This new twist on an old concept puts your software applications and data on a remote server that can be accessed from anywhere with an Internet connection. Storing your information in the cloud space expands capacity without adding infrastructure, making it affordable for companies to manage growth.

Virtualization can alleviate many common headaches associated with in-house computing. As with VOIP, hosting software applications on remote servers reduces costs of ownership and ensures that everyone is working on the same level. Other savings include deployment time, energy savings and lower maintenance costs, and increased data security.

Moving from the physical desktop to the virtual one makes sense for many, especially those looking to consolidate all of their IT and telecom needs to maximize services and savings.

For more information on virtualization in your office, give Cory and call!



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Corporate Gifts that Last

About four years ago, Cory Communications stopped sending holiday gifts to its clients. Instead, it began making annual donations on behalf of his clients to Hopeworks 'N Camden, a Camden, New Jersey charity that works with inner-city youth ages 14-23.

Father Jeff Putthoff, executive director of Hopeworks, calls the value of Cory's contributions "inestimable." Beyond the cash value, Putthoff also appreciates that, "what Cory does is not only vouch for Hopeworks, it exposes their clients to the good work we do and extends our capabilities and connections."

In a city with one of the highest crime rates in the U.S. and where only half of the adult population graduated from high school, Hopeworks offers hope and encouragement along with valuable skills training to its "trainees" whether they are still in school or have dropped out.

Cory started its holiday gift donation program after Jack Zoblin, the company's founder the president, attended a Hopeworks open house with friend and client, George Hutchinson. "I was so impressed with the work the organization was doing in Camden to keep kids in school. Seeing what they were able to achieve made me think more creatively about our gift giving," said Zoblin.

"What our clients like about us is what we do for them. Giving a gift to Hopeworks on their behalf is one more thing we can do—for them and for the community." Hopeworks also recognizes Cory's clients by sending them a thank you card for their contribution.

"Jack is a leverage machine," says Putthoff. "He is tremendously kind, generous and the type of guy I can call on any time. He understands the power of connections and has made introductions and done things on our behalf. He also holds us accountable and expects us to keep to a high standard."

Since 2000, Hopeworks has reached nearly 1,000 local youth. Their trainees have gone on to get jobs, earn their GEDs and attend college. For more information on Hopeworks, visit their website at <http://www.hopeworks.org>.



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Acknowledgements:

Cory Communications, Inc. is a full-service telecommunications company based in Gibbsboro, NJ. Founded in 2001 by Jack Zoblin, an industry veteran with over 19 years telecommunications experience, the firm provides a complete range of voice and data products to business clients in South Jersey and throughout the country.

For additional information, visit www.corycommunications.com, email Cory Communications at Info@CoryCommunications.com or call toll free 877.489.8186.

PRIVACY: We believe in it so strongly that The Cory Communicator promises it will not share your email address with any third party.

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