

citylinked

always connecting with our customers

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CUSTOMER PROFILE: **Helping Bible Society New Zealand to spread the word**

The Bible Society's relationship with CityLink, through our PublicLAN product, is proof that even the most traditional aspects of our culture must embrace modern technology to do their work. Bible Society New Zealand's mission is to get Bibles into the hands and hearts of people everywhere, and they've been doing that in one way or another since 1846.

The diversity of their work can present logistical challenges, with 10 employees on the road and the remaining 29 based at the Bible Society's headquarters in Wellington. This demands robust telecommunications for remote VPN and Internet access and voice services.

Until last year, the Bible Society had both voice and Internet services with a major telco, but they were increasingly unhappy with their unreliable connections.

"The old connection was incredibly frustrating, it crashed all the time, impacting negatively on our work,"

explains Jo Leiper, Project Officer with the Bible Society. "I came on board in April last year, and CityLink was already in the building, but it wasn't turned on until September. After that, everything changed. CityLink's PublicLAN network is so fast and reliable, the improvement was dramatic, and it happened overnight."

Jo Leiper had worked with CityLink in her previous job and was keen to see it streamline the Bible Society's communications. The benefits of CityLink's speed and reliability didn't just improve the Internet connection; it enabled Orcon to replace the Bible Society's copper telephone services with a 'SIP Trunk'.

SIP Trunks allow Orcon to deliver telephone services over the CityLink network, sharing the connection with the Internet and VPN. As a single physical network is used, this reduces costs without affecting reliability or quality.



In addition to this, Orcon offered significantly reduced calling rates and free local calling.

The use of an IP-PABX and SIP Trunks over fibre can also enable a simpler and cheaper upgrade path, reduce initial PABX

costs, and allow remote workers to easily be part of the office voice network with remote telephone extensions.

Jo sees a lot of potential in the relationship with CityLink. "We've got some big changes coming – including a new financial system, which means our reps can access our accounts remotely. We're also working towards an online ordering system," she says. "We believe the infrastructure we have in place now will help carry us through all these changes easily and reliably. CityLink is fundamental to the functioning of the business now. We couldn't live without it."

FROM THE TOP: An update from Neil

Welcome to a busy issue 5 of *CityLinked*. Our focus this issue is on how Voice over IP is one way you can reduce your telecommunications costs and get more bang for your buck!

We're planning for a very busy year here at CityLink, at the same time as prudently tightening our fiscal belts. 2009 promises to be a very interesting year with the new National Government, the local

economic recession and the global capital crunch. We want to remain focused on you, our customers, to ensure we remain innovative in this competitive market place. We're investing in our people, our business systems, our Ethernet services platform, and of course installing new fibre around Wellington and Auckland.

Your views on what we do (or should be doing) are always welcome, so feel free to drop me an email any time neil@citylink.co.nz or call me on 021 429 121.



NEW BUILDINGS

The following buildings have recently had CityLink network services installed:

Wellington

Mecure Hotel, 355 Willis Street

ONTRACK Building, 134 - 172 Hutt Road, Kaiwharawhara

Colgate Building, 22 - 32 Nevis Street, Petone

Auckland

15 Whitaker Place

21 Whitaker Place



TECH TALK: JARGON BUSTER

VOIP (Voice over Internet Protocol)

Also known as Internet Telephony, means 'voice transmitted over a computer network'. Voice is digitised, and then broken into small IP packets for transmission over corporate LANs, private data networks, the public Internet, or a combination of networks. So as the name suggests, VOIP uses the Internet protocol, but it does not have to be transmitted exclusively over the Internet.

SIP (Session Initiation Protocol)

is a signaling protocol used by IP-telephones, IP-PABXs and other IP-telephone systems for creating, modifying, and terminating sessions (telephone calls, video calls, instant messaging). The SIP standard

comes from the Internet community and has become widely accepted over protocols proposed by the telecommunications community.

A **SIP-Trunk** is the VOIP equivalent of 'old-world' PABX trunks which connect a PABX with a telephone exchange. A SIP-trunk connects an IP-PABX to the telephone network and delivers traditional functions such as the IP equivalent of DDI lines.

VPN (Virtual Private Network) is a computer network in which some of the links between nodes (computers and other network devices) are carried by virtual circuits in some larger network (e.g. the Internet) as opposed to running across a dedicated private network.

Did you know?

Check out our brand new website at www.citylink.co.nz.

As you'll see, it's user friendly and has the latest information on our products and services right at your fingertips.

We'll be updating the content regularly, including case studies, staff updates, maps, technology updates, and weekly items of interest – so keep checking back to see what's new.

If you'd like to know more about our services or if you have any suggestions or feedback on our website, we'd love to hear from you, give us a call on 0800 4 CITYLINK or email info@citylink.co.nz.

Did you also know you can sign up to receive the "CityLinked" newsletter online? Go to <http://citylink.co.nz/citylinked> to subscribe.

VOIP offers real savings for your business

Voice over Internet Protocol (VOIP) has been around for a long time and some of CityLink's tech savvy customers using CityLink's fibre optic-based broadband services have already been reaping the benefits.

Now it seems the secret is out, with explosive growth in both the adoption of VOIP and the number of service offerings available. The major draw card of VOIP is that it will give you greater functionality, more integration with your business and in most cases, will save you money!

VOIP services range from those that simply plug IP-phones into your existing Internet connection, right up to full IP-PABX's with advanced IP-telephone sets. CityLink's partners have solutions for all sizes of businesses and unlike old-world telephone services, you don't have to be a certain size to receive the advanced features, like the inclusion of voicemail via email as a standard feature in almost every service or system on offer.

Cost savings are another real bonus when using VOIP. All voice calls are delivered over the same connection as your data services, eliminating the need for having to deal with separate

telephone line bills, the "virtual" phone lines (SIP-trunks) and call charges from VOIP service providers are extremely competitively priced, calls to other VOIP users are often not charged at all, and there are operational savings resulting from converging your computer LAN and telephones on to one familiar, easily supported technology.

Wholesale adoption of VOIP by businesses has been slowed by the perception of inferior call quality. Poor quality often results from the lack of bandwidth, because technologies such as DSL deliver very low bandwidth in the upstream direction.

This, combined with bandwidth over-subscription and the electrical noise between DSL users on copper cable networks, does compromise call quality. However, all of CityLink's ethernet services are ideally suited to VOIP due to the high-bandwidth in both directions (symmetric) which are delivered on high-speed noise immune fibre optics.

With CityLink, you have the advantage of many VOIP service providers to choose from. To find out which ones are best for you, contact the CityLink Sales Team - sales@citylink.co.nz or call 04 917 0200. Also see our website www.citylink.co.nz/products/voip.html



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Serious Broadband