



Making Everyday Easier

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VoIP-What it is and how it can save your business money

VoIP stands for **V**oice **O**ver **I**nternet **P**rotocol. Basically, it means communicating verbally or by video through an intranet connection.

Switching to VoIP can save business owners 30-70% on their phone bill compared to the regular phone company.

*Innovative Sales Manager Mark "My own personal experience going VoIP through my cable company - we still use our same phones and now save 50-60% from what I was paying with MCI." Additionally in some cases a company could get new phones, connect them via VoIP (the Internet) and their monthly bill would still be less than what they're currently paying.

On top of that business owners can get this all set-up on approved credit for 0 Down and 60 Days deferred, providing that the purchase is over \$3,000.00, otherwise they can put the purchase on a credit card or pay cash.

VoIP is perfect for Call Centers-flexibility, cost efficiency, and the ability to

outsource call centers. Employees may work in different time zones thus giving greater customer service.

VoIP allows Real Time Global Conferencing- Attempts to reach customers and employees worldwide are not only expensive but time consuming as well. With VoIP, businesses can avoid conferencing costs, and enable secure audio and videoconferences to offices worldwide.

VoIP offers Flexibility that Ultimately Increases Productivity-By using a standard VoIP Phone Adapter, companies are able to take their telephone numbers with them. This allows greater productivity by allowing employees to conduct business overseas, while traveling, staying in hotels, etc. Customers will be able to call the regular business phone number, and employees won't have to use their cell phones.

How we can help

So this gives us 3 ways to help businesses get set-up with VoIP and save money:

Good - Existing phones - Purchase an IAD/ATA converter, set-up SIP Trunking (number of lines) and sign-up for remote VoIP connectivity.

Better - Purchase new IP phones, set-up SIP Trunking (number of lines) and sign-up for remote VoIP connectivity. (qualifies for 0 down 60 day deferred)

Best - Altigen - New IP phones, VoIP Server and load software, then connect to an Internet connection and you're ready to go. (leasing plans available)

If you're interested saving money on your phone bill and would like to see if VoIP could be a fit for your business, contact the experts at Innovative for some straight answers. Call us at 909-287-7900.

Inside the Technology Advisor

- ◆ VoIP - Creating Flexibility and Productivity
- ◆ Protect your Mobile from Bluetooth Attacks!
- ◆ Alexor the Protector Offers Wireless Security
- ◆ Chino Cooling Centers

Pros

- Save 30-70% compared to phone company
- Features like Automated Attendant, Real time call reporting, and "Find Me/Follow Me" are offered at no extra charge
- Services for a flat monthly or yearly fee
- A local phone service (landline) is not needed
- SIP Trunking enables customers to get more life out of their legacy analog systems

Cons

- You must have high-speed broadband Internet service to utilize VoIP
- Downtime with your ISP can also mean no phone service
- Technical problems can arise and clarity/reliability can be an issue
- 911 call routing - not all companies are connected with city 911 city locator systems-address will not show up

Protect Your Mobile from Bluetooth Attacks

This past January, the State of California put into effect a new law that requires drivers to use hands-free devices in their cars. If you haven't bought one yet, but are thinking about taking the plunge, it is a good time to become familiar with vulnerabilities and risks associated with Bluetooth devices.

73 percent of mobile device users are not aware of the security risks associated with Bluetooth-equipped devices. Ooi Szu-Khiam, senior security consultant at Symantec Singapore, reported in an email interview, numerous mobile viruses, worms and Trojan horses have emerged, and their evolution is cause for concern.

What they are:

Bluejacking: unsolicited text messages are sent to mobile users via Bluetooth.

Bluesnarfing: unauthorized access of information on your phone through a Bluetooth connection. This attack allows hackers to copy data off your phone, including contact lists, emails, text messages, and even private videos or photos.

Bluebugging: the most serious threat of all. A hacker has the ability to initiate phone calls, send

These potential risks are commonly known as bluejacking, bluesnarfing, and bluebugging to techies and security experts, and they're all bad news for your phone.

and receive text messages, read and write phone-book contacts, eavesdrop on phone conversations, and connect to the Internet.

What you can do - Install security software on your mobile devices that include antivirus, firewall, anti-SMS spam, and data-encryption technologies. You should also take the following precautions:

Stay offline: Turn off features that you are not using. If you have a Bluetooth-equipped device and do not need the function, then don't turn it on.

Stay invisible: If you are using the Bluetooth function and don't require your device ID to be visible to others, make sure the device's visibility setting is set to "hidden" so malicious hackers will not be able to scan and search for it.

Verify incoming transmissions: Do not accept and run attachments from unknown sources unless you are expecting them.

Use passwords: Ideally, use passwords with a large number of digits. A four-digit PIN or password can be broken in less than a second, and a six-digit PIN in about 10 seconds, while a 10-digit PIN is likely to take weeks to crack.

I'm sure you've heard it all before, but a refresher never hurt anyone. You might want to pass this along to someone who may not be up to speed on Bluetooth security.

Don't Fall for Housing and Mortgage Scams

Get Honest Help. The Homeownership Preservation Foundation hotline (888-995-4673 or www.995hope.org) will get you to a federally approved foreclosure prevention counselor. And it's free.

Be a Watchdog. Call your state attorney general or a local FBI office if you think you've found a housing scam. (www.fbi.gov/contact/fo/fo.htm).

Educate yourself. The Department of Housing and Urban Development offers consumer information on mortgage fraud, predatory lending, and home buyers' rights at www.hud.gov/consumers.



New at INNOVATIVE

ALEXOR The Protector

ALEXOR is the center component of DSC's new 2-Way Wireless Security Suite. Alexor is a wireless control panel, a "virtual" brain that communicates wirelessly

Security Without Compromise

Designed for flexible, secure installation locations within the home. As long as there is access to AC power, Alexor operates up to four wire-free keypads. If the system changes its armed state or a wireless device is tampered with, Alexor and the monitoring station will immediately be signaled. And because the signals between Alexor Wireless Panel and its wireless peripherals are fully encrypted, communication between all devices is exceptionally secure. Alexor offers all the reliability of traditional wired/hybrid control panels but with all the convenience that wireless delivers.



Not only is Alexor compatible with all DSC 1 and 2-Way 433MHz wireless devices, but it also offers PIR Detector with Pet Immunity. Pet owners no longer have to worry about their pets setting off the alarm or bugging the neighbors. Quad Linear Imaging Technology provides for sharp analysis of body dimensions and differentiation from backgrounds and pets up to 55 lbs.

The New 2-Way Wireless Security Suite

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Client and Installer Save Time

Alexor offers DSC's reliable wireless device enrollment & template programming for simplified installation. Template programming allows installers to quickly program basic operation. Because Alexor is wireless, installers have fewer holes to drill and fewer wires to pull. It takes far less time to install than traditional wired or hybrid systems. Wireless installation means less waiting around for the installer to complete the job and reduced compromise to the home's structure.

The Client Will Save Money

Alexor and DCS Self-Contained Systems start out at \$329 installed. **The added value is the \$8.95 per month monitoring** which over time will save homeowners hundreds of dollars compared to the "FREE" ADT (or other companies) cheap systems at \$39.95 per month monitoring. Imagine, one year later, ADT customers will still be paying \$39.95 a month and Innovative customers with DCS will only be paying \$8.95, for the same monitoring services.

Features:

- Wireless quick enroll
- Template programming
- 16 user codes, 1 master code and 1 maintenance code
- Account code error checking (patent pending)
- Alternate communications via GSM/GPRS and IP
- 2 Input/Output terminals
- Onboard siren at 85dB with 2-Way Indoor/Outdoor Sirens or a combo of both (up to 4 total)
- Wireless Carbon Monoxide Sensor
- Wireless Flood Sensor
- False alarm reduction features
- Local and remote downloading
- 24Hr Battery backup

For more info on Alexor and DCS, visit us online at www.purelyinnovative.com/home/security



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Services We Offer:

- Managed IT Services - Let us help maintain your network and desktops
- Home Theater and Board Rooms - Displays, Projectors, Video and Audio Distribution, Speakers and Surround Sound
- Home and Office Automation
- Security Systems - Access Control, Wired and Wireless, Security Cameras, Monitoring and Remote Connectivity
- Customer Tracking and Accounting Software Solutions
- AltiGen Phone Systems - VOIP, SIP, Fax Servers, Computer Integration and Line Analysis
- DirectTV - Delivering the best HD channels - and more of them than anyone.
- QuickBooks Certified
- Verizon Authorized Dealer - Save on Business Plans

Visit us online at:

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Beat the Heat - Chino Cooling Centers for Summer 2009

Neighborhood Activity Center: 5201 D St. Open 9am - 8pm Mon. - Sat. If temps reach 100 degrees on a Sunday, they will open and remain open until 8pm. NAC is equipped with a TV room and game areas. To verify if open on a Sunday call 909-590-5575.

Monte Vista Park: 13196 Monte Vista Ave. Open noon - 8pm Mon. - Fri. If temps reach 100 degrees Sat. or Sun., they will be open until 8pm. They offer computers and a game area for parents and children. To verify Monte Vista Park is open on the weekend call 909-627-2674.

Splash Pad at Monte Vista Park: Open daily 10am - 6pm.

Chino Senior Center: 13170 Central Ave. Open Mon. - Sat. 8am - 8pm and 10am - 6pm on Sundays. It offers activities to seniors as well as a place to cool off.

Preserve Community Center: 15800 Main St. Open Mon. - Fri. 9am - 9pm and Saturdays 9am - 4pm. They offer open gym activities.

Receive an American Express Gift Card

Thanks to loyal customers like you, INNOVATIVE is growing faster than ever! We certainly couldn't have done it without the help of our customers referring their friends and colleagues. That's why we'd like to thank you for your referrals with an American Express Gift Card.

All you have to do is refer a business owner or IT Manager in the Corona and Chino areas to INNOVATIVE who is looking for any of the services we offer. As a token of our appreciation, we'll send you a gift card.

Just consider this our way of saying "Thanks!"

To send us a referral, simply call President John H. Johns at 800-875-5675 Ext 101 or send him an e-mail to info@purelyinnovative.com. Tell your friend or colleague to mention your name when they call.