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Businesses Deploy VoIP to Weather Storms

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Hurricanes Rita and Katrina are but a part of history, yet their devastating effects are still being assessed and repaired. Time, however, does not stand still, and another hurricane season is swiftly approaching — June 1st marks the beginning of the 2006 hurricane season.

Natural disasters, like hurricanes, have a devastating effect on both residents and area businesses. Even traditional lines of communications are not exempt from the forces of nature. Late last year, when the storms struck the Gulf Coast, businesses like S&H Solutions, a provider of customer-based loyalty marketing and retail solutions, suffered impossible operating conditions due to a lack of communications ability.

The S&H Solutions corporate headquarters building in Delray Beach, Florida was temporarily condemned, having experienced extensive water-damage and other hurricane damage. To ensure minimal technology and resource loss, S&H Solutions was forced to temporarily relocate business.

This year, however, S&H has spent the last several months preparing its operations to limit the effect of severe weather conditions on daily operations. Its telephone service is part of that preparation. Naturally, an abrupt or unplanned relocation necessitates an easy, cost-effective communications relocation solution.

Landline service is rigid and difficult to move, even on a temporary basis, especially when hundreds of extensions are concerned. So, after exploring its options, S&H chose to go with TelCove's VoIP services.

TelCove provides communications solutions — including Internet, data, and voice — to enterprises, carriers, and government organizations via its metropolitan and intercity SONET-based fiber-optic network. It operates in 70 cities in 22 states across the Eastern United States, running service across its more than 22,000 route miles of local and long-haul fiber.

TelCove's 24/7 monitoring and maintenance of its network provides its more than 14,000 customers with the availability, security, and reliability they demand in a telecommunications provider — especially in a region where weather can wreak havoc in minutes.

"TelCove understands that S&H Solutions supports their retail partners nationwide with real-time applications — and must have a voice and data service provider who can provide continuous communications solutions no matter what the weather conditions may be. TelCove is seeing a number of customers in Florida and the Southeast, like S&H Solutions, take a constructive, proactive view towards protecting their vital data assets and maintaining their communications services in light of the impending hurricane season," said Jeff Donahue, Senior VP of Sales and Operations for TelCove.

Erik Linask is Associate Editor of INTERNET TELEPHONY. Most recently, he was Managing Editor at Global Custodian, an international securities services publication. To see more of his articles, please visit Erik Linask's columnist page.