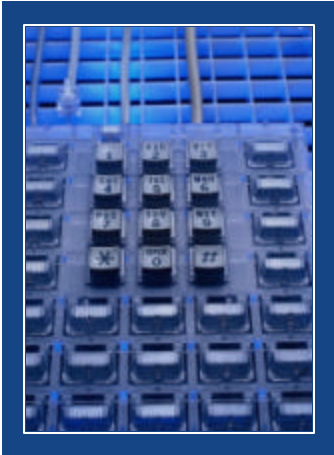


Why Telephone Systems Need Power Protection

Telephone systems and other critical business equipment play a vital role in the day-to-day operations of most businesses, and the reliable functioning of those systems depends on a clean uninterrupted supply of electrical power.



Phone systems are increasingly computer-based, making them exceptionally vulnerable to power problems. Telephony subsystems are usually assembled out of components from different manufacturers, and power problems can disrupt your telephone system through any item in the subsystem: power sources, peripherals, networks, and telephone cables. Excess current can destroy vital components such as silicon items, circuit board traces, and magnetic media. Phone cables are vulnerable from outside the building to breakage, crosses, lightning, etc., and those cables lead directly to your telephone equipment.

With the upsurge in customer-service call centers and telephone-based selling, many businesses now conduct the majority of their mission-critical business over the telephone. If a company's phone system goes down, the loss of telephone service can be disastrous for the entire enterprise. The Electric Power Research Institute in Palo Alto, California, estimates that power outages cost U.S. businesses \$29 billion annually.

Contingency Planning magazine states that an electrical power failure or power surge is the Number One cause of business disruptions – a whopping 45.3% of them. Some additional facts to consider:

- A telephone system that is rated “99.9% reliable” will still experience 525 minutes of downtime per year.
- Downtime can cost telephone-dependent companies as much as \$100,000 per hour when their phone systems are unavailable.

That's why an uninterruptible power supply for a telephone system can usually be justified with simple arithmetic. If phone service is disrupted, a company can suffer expensive setbacks in terms of time and business process complications. Employees must often sit idle when power disruption causes telephone problems, and loss of contact with customers results in lost sales and lost business opportunities. But with a UPS in place, blackouts, brownouts, surges, spikes, and other power problems will pass unnoticed. Spending a few hundred dollars on power protection for your phone system buys continued telephone uptime, and greater peace of mind.