

# TENANT TIPS

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## Is your business ready for the **FUTURE?**

The continuously evolving telecom industry is exciting and filled with opportunities to help businesses succeed. These same solutions can be daunting specifically for companies that do not have the luxury of an in-house IT staff.

Led by Jack Zoblin, Cory Communications and its team of industry professionals help create an ideal system unique to clients' businesses and ensure companies stay technologically relevant – ultimately maximizing potential while eliminating unnecessary costs. Zoblin shares three of the top industry-related trends today.



### NEWEST FRAUD RISKS: VOICE SERVICE TOLL FRAUD

As voice services become more consolidated in the same way as data, toll-fraud risks for voice services have risen. Hackers use the same methodology to penetrate phone systems as they do data networks, leading to the need for enhanced security measures to reduce the risk of international toll fraud. Recommendations include:

- Implement selective destination blocking, which basically blocks international calls.
- Use of carrier-provided verification lists, including international related call fraud reports.
- Maintain vigilant internal preventative security measures

### THE NEW FAX: CLOUD-BASED E-FAXING

Electronic Faxing (or e-Fax) is a cloud service that allows companies to send and receive faxes without a fax machine. The easy to implement, eco-friendly option is cost effective and offers several benefits to businesses large and small, including:

- No hardware or software to install
- Easy-to-search faxes using standard email program tools
- Indefinite fax storage and company-customized filing options
- Improved security and privacy receiving documents via email vs. public fax
- User-friendly documents converted to Adobe PDF or TIFF format
- Existing and toll free fax number options available

### THE NEW VOIP: THE TIME IS NOW

VOIP has become a mainstream product and now more than ever businesses should consider moving in that direction. One major reason is CAPX as many Hosted VOIP service providers are including both the equipment and phones to make the transition affordable.

This is only one of many reasons Hosted VOIP is a good choice and here are 5 more top considerations.

- Current phone system replacements can be extremely expensive
- Remote workers seamlessly visible as if they were in the office
- No toll charges for multiple locations that require constant communication
- Valuable "always on" service that never goes down
- Administrative web portal to easily make changes as needed

Cory Communications is a full service telecommunications and broadband provider. For more information or to schedule a consultation, contact Jack Zoblin at 856-795-2223 or visit [www.corycommunications.com](http://www.corycommunications.com).



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