



# POWER YOUR PHONE SERVICE WITH RELIABLE, AFFORDABLE ENTERPRISE PRI

Increase Users Without Compromising Quality, Stability, Security or Continuity





**If your medium or large-size company needs the most reliable communication services, with clear call quality at the best possible price, consider Primary Rate Interface (PRI) trunk service. PRI gives you reliable and affordable high call volume – and the ability to scale to meet future business requirements.**

**Many companies already use PRIs through their PBX to provide digital access to the public switched telephone network (PSTN). PRIs deliver the quality, stability, security and scalability required for business communications.**

**However, basic rates and tailored services change on a regular basis, so it pays to consider the cost-effective PRI solutions with the other business services when choosing a PRI partner to deliver the greatest benefits for your business.**

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## THE EVOLUTION OF PRI TRUNK SERVICE

In the 1980s, the communications industry began preparing for digital services and introduced Integrated Services Digital Networks (ISDN). ISDN offered two levels of service: Basic Rate Interface (BRI) for home users and small businesses, and Primary Rate Interface (PRI) for enterprises.

PRI was a high-capacity, circuit-switched system with a physical dedicated channel for telephone communications. By providing companies with multiple phone lines that accommodated up to 23 active calls at an affordable price, PRI business services were soon established as a telecommunications standard for mid-size and large businesses.

By 2000, the majority of enterprises adopted PRI services. With multiple trunks to handle higher call volumes at lower costs, PRI has remained a consistently reliable choice for business communications.

Today, dedicated PRI solutions may offer different transport options (for example, coax or fiber optic) that can influence capacity and availability. However, PRI solutions continue to deliver significant business benefits when compared to traditional voice technologies.

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## PRI BENEFITS FOR BUSINESS

PRI gives your business a competitive edge with a reliable, affordable phone solution. By providing a direct connection from your PBX to a nationwide network, PRI services allow you to increase phone users without multiplying costs or compromising network reliability, security and continuity.

Because PRI is a mature, proven communication protocol throughout telecommunications networks, you can rest assured the solution will deliver benefits across your organization.

These include:

- **Superior call quality** – PRI offers high digital quality for each call to ensure error-free voice transmission to help improve productivity and customer satisfaction.
- **Scalability** – When your PRI system needs more capacity, additional PRI lines give you 23 more channels each. It is not uncommon for companies to have two or more PRI trunks to handle their calling needs.
- **Cost savings** – In recent years, PRI pricing has become even more affordable option for enterprises. Because PRI integrates with your current compatible phone system, it requires no new equipment and helps reduce capital expenses and training requirements.
- **Security** – Depending on your provider, PRI travels through either a private telephone network or the internet. To ensure the highest level of security, organizations should look for providers that operate private facilities and do not use the internet for transport.

When is a PRI system the best option for your enterprise? If you're like most business owners, dropping a call under any circumstances is unacceptable. For organizations such as hotels, community colleges and universities and local government institutions, having reliable phone service is essential to delivering high-quality services to customers and citizens. In situations where sensitive or confidential client and patient information is shared, like in Healthcare and financial organizations, a secure and dedicated PRI connection is essential.

If you already have a local telephone system, PRI can be a key component in your communications strategy while leveraging your investment in your PBX.

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## THREE BEST PRACTICES FOR CHOOSING YOUR PRI PROVIDER

As stated earlier, since PRI is a mature technology, there are many providers offering a variety of PRI business solutions. However, not all PRI solutions are created equal, and not all providers offer the same capabilities for a comparable price. So, even if you already have a PRI solution, it pays to do your homework to ensure you are getting the best solution and provider for your organization. Here are a few ways to make sure:

### 1. Shop around.

The first step in choosing a PRI provider is to compare prices, services and support options available in your area. PRI prices have become more affordable and vary by provider and delivery method, such as delivering the service over fiber.

### 2. Consider a single provider for both phone and internet.

When your PRI system needs more capacity, additional PRI lines give you 23 more channels each. It is not uncommon for companies to have two or more PRI trunks to handle their calling needs. When working with the same provider for PRI and Internet, it makes the modifications easy and simple.

### 3. Get local representation.

If you're a local or regional business, working with a representative who lives and works in your community offers many advantages, such as faster response times and more support when you need it.

Understanding how PRI systems can benefit your business is a key to your selection of the right PRI provider. By following the best practices above, you will identify the provider that can help streamline the deployment process and deliver the services you need to keep your business growing.



## RELIABLE, COST-EFFECTIVE, ENTERPRISE-CLASS PRI – AND SO MUCH MORE

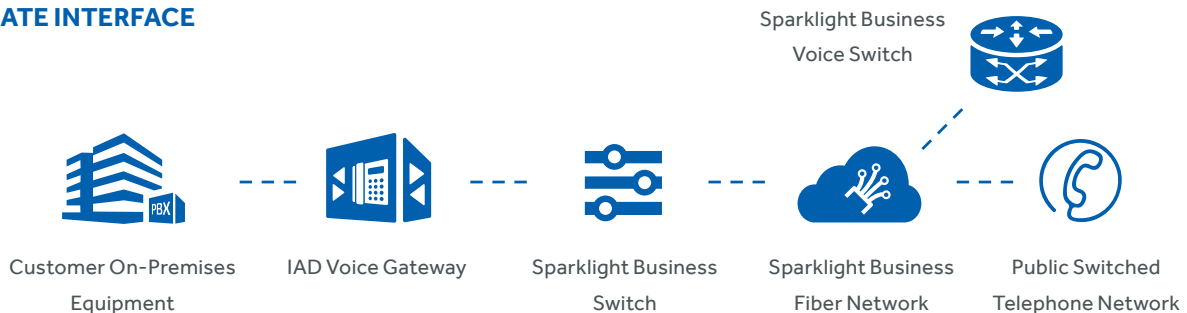
When it comes to selecting the best PRI, it is not just about the technology. It is also about the provider’s experience delivering enterprise-class PRI solutions as well as their overall telecom capabilities. At Sparklight Business, our expert team has deep experience providing stellar PRI services that can be combined with internet access, private networking or video – all at a cost that makes sense for your business.

With Sparklight Business PRI, you can handle the highest volume of calls and provide the highest-quality phone service your customers demand. Our Business Phone service offers competitive domestic and international rates, a variety of long distance plans along with robust calling features such as Voice Mail, Voice-to-Email, Sequential Ring, Music On-Hold and more.

In addition, our next-generation PRI phone technology connects your PBX to our nationwide fiber-optic network to provide the highest volume calling with no loss of quality. If you need to scale, we can provide up to four PRI trunks that handle 23 simultaneous active calls per trunk, so the system can easily accommodate rapid growth and expand along with your business.

When you have a question or need support, Sparklight Business offers fast, personal assistance. Unlike many national PRI providers with limited account managers dispersed across large regions, Sparklight Business representatives offer a local presence with a national reach. And with Sparklight Business representatives in your community, they are always available when you need them.

### PRIMARY RATE INTERFACE



Sparklight Business PRI gives your business a direct physical connection from your PBX to our nationwide, state-of-the-art fiber-optic network – for a cost that is surprisingly lower than traditional business phone service.



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## SWITCH TO THE PRI SOLUTION THAT BEST MEETS YOUR NEEDS

At Sparklight Business, we take the time to understand your business so that we can deliver the best possible PRI business solution. From how many employees you have, to how much bandwidth you need, to the number of cloud-based applications you access, we tailor our PRI solutions specifically for your business. As you grow, we are right there to help you with any additional services you need.

Switching to Sparklight Business PRI is fast and seamless. You keep your current phone numbers, and we take care of the porting and administration. When you work with Sparklight Business, you get a dedicated team of local experts that takes an active interest in building your customized solution. Your dedicated account team will guide you through the entire process, ensuring your complete satisfaction every step of the way.

### YOUR BUSINESS IS IMPORTANT

For more information about Sparklight Business PRI solutions, visit: <http://business.sparklight.com/fiber> or call: **1-855-603-4237**

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## WHY CHOOSE SPARKLIGHT BUSINESS?

*Sparklight Business uses the most current technologies to deliver fiber-optic services to meet the needs of businesses of all sizes. We leverage our existing infrastructure and equipment to deliver high-quality, highly reliable broadband and networking services your business can depend on. By implementing a customized fiber-optic solution from Sparklight Business, you can take advantage of your business' full potential – utilizing the fastest and most reliable fiber-optic network available today. The more your business relies on connectivity, the more you need Sparklight Business.*