

Editor's Letter

Price Over Promise?

By Shawn T. Flemming

I've always prided myself on viewing quality, not price as the determining factor when purchasing anything from groceries to gizmos. So why do I now find myself accepting the occasional dropped call or some stranger in Colorado answering my calls when my VoIP calls are misrouted? Have I succumbed to the tempting \$24.99 all-you-can-eat thinking so easily?

The fact is that all the same VoIP pitfalls remain. But even in the face of misrouted calls, questionable 911 compliance, and lack of quality of service; I still remain steadfast in my decision to take the leap to VoIP. But I do have to wonder, is the saving really worth it? Is it enough? Can commercial VoIP become a reality?

Even as tens of thousands of POTS users take the plunge each month, there seems to be a significant number hanging onto to the POTS life-preserver. To get those users into the deep end of the IP pool, QoS and E-911 will have to play lifeguard.

In our article, ***The Next Level: VoIP User Quality Management***, we take a closer look at VoIP QoS and what Service Providers need to know in order to obtain and retain these migrating customers. We also focus on the VoIP trend in our article, ***Taking Stock: Pitting VoIP Against POTS***. But we don't stop there. Analyst Barbara Lancaster of LTC explores the "actual" customer experience and what Service Providers can do about it in, ***The Technology Works, But...*** and analyst Matt DelPercio of the Yankee Group focuses on the small and mid-size enterprise market in, ***VoIP and the SMBs: Tapping the Market***. This month, we also spend some time exploring the rising focus on security or the lack of in the article, ***Is It Really an Issue?***

It's all here, in ***Pipeline's*** issue... ***Plugging Into VoIP***.