



Iain Beveridge  
President

## Who's Stealing Your Bandwidth?

*Leader in Unified Communications  
Educates Businesses on the Importance  
of Proper Internet Utilization and Best  
Practices*

SEATTLE, WA – January 20, 2015 - All Phase Communications, a leading provider in unified communications, announced today that the company is educating its customers on the recent expansion of bandwidth monitoring and management solutions. Essentially, bandwidth monitoring is the practice and policy of tracking the utilization of company bandwidth between all employees, software applications and desktops. The growth of bandwidth management solutions in recent years is due primarily to growth of company provided and personal devices (smart phones, tablets, etc.) connected to an organization's network.

According to Iain Beveridge, President of All Phase Communications, "Any company that provides cloud-devices, software or applications that run over a data network, need to ensure that bandwidth is

being consumed properly." This notion reflects the current state of most solutions, which are simply being strained to the point where many business owners notice that the devices, applications and software underperform. In essence, it's like siphoning out all of the gas from a car, and then blaming the car for running on fumes. The problem lies with poor policy making and a lack of guidelines for employees on how to properly utilize the Internet at a place of business.

"On many occasions, we've found that up to 40% of a company's employees are choking bandwidth and making it harder for other people to do their work," Beveridge added. "We conduct quarterly reviews with our customers where we assess the performance of all of the technology that we provide. It gives our clients a global perspective on their network and what its performance is and how it can be better. Our overarching goal is to make sure that our customers' businesses are performing at more productive levels and this is how we

quantify productivity. This is why we lead these meetings with device performance audits. With bandwidth being the central resource upon which nearly every technology relies, we have to make sure that this is being consumed in accordance with best practices before any other steps are taken."

In addition, to the underperformance of the network and the drain on productivity this can cause, many business owners appreciate technology audits, like the one provided by All Phase Communications, because they uncover how much time employees are spending on various sites that have nothing to do with their job. This gives tremendous insight on the productivity, or lack thereof, with certain employees. One of the quickest ways to immediately boost customer profitability is to restrict the bandwidth of employees to sites to those that are exclusively productive in nature, as opposed to entertainment-based sites.

"In some cases, employees simply don't know that their

bandwidth consumption is slowing the rest of the team down. New parents can put their children in day care and want to stream the video from time to time to see how their child is doing throughout the day. Inherently there's nothing wrong with this, if done on occasion. However, when a parent leaves one of these streaming videos up while they begin working on other things, the rest of the team will notice the lag time that slows down their own desktop. The network is simply a shared resource that needs some guidelines in place, especially in the new employee handbook. With a comprehensive bandwidth consumption policy

in place, business owners can rest assured that their software, hardware and online tools will all function at optimal levels.”

### **ABOUT ALL PHASE COMMUNICATIONS**

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 25 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP

installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including City of Bellingham, Glacier Fish, Cutter & Buck, Cascade Valley Hospital and Clinics, Ben Bridge Jewelers have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.