

Asentria Data-Link Outperforms PC-Based Data Buffering Products

*With A Data-Link
you get a product
that's field-proven,
programmed by
industry experts,
extensively tested,
and guaranteed
with a full warranty
and comprehensive
technical support*

Overview

For call accounting professionals, losing data is like burning money. That's why Asentria developed Data-Link, a specialized line of data buffers that guarantee the retention of critical telecommunications data. PC-based products are also used for buffering. However, there are many reasons to trust data buffers over PCs for your business-critical data.

Place your trust in a reliable and stable system

Asentria Data-Link data buffers offer greater reliability than PC-based products. PCs are not stable devices. Every computer user experiences unexpected lockups and crashes, and each malfunction is a threat to data. "Computers are commodities manufactured on a lowest-bidder basis," says Asentria Customer Service Manager Jesse Dennerlein. "Do you want to trust your critical data to the lowest bidder?"

An average PC has at least 10 times as many parts as an Asentria Data-Link device. Therefore, because each part has the ability to fail and bring the whole PC down, computers are at least 10 times as likely to fail as a Data-Link device. Additionally, there are fundamental differences in the type of components used. For example, Data-Link stores data using a much more reliable type of memory.

PCs have many moving parts - the hard drive itself is a spinning magnetic disk. Moving parts have the added disadvantage of being susceptible to mechanical and electronic failure. Data-Link has no such moving parts. Although PCs are often left on 24 hours a day, seven days a week, they were never designed for this. PCs generate quite a bit of heat, which stresses electronic parts. Data-Link generates very little heat and, therefore, does not stress its parts. They are specifically designed to be running 24/7.



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PCs are more vulnerable to static charges that can cause failure in their electronic circuitry. In fact, power surges and spikes are the primary cause of damage to a computer. Data-Link has built-in protection on its serial ports and power inputs to guard against such power surges and spikes. Data-Link surpasses industry standards for protection against static shock, verified by testing with a calibrated shock gun. These tests are designed to simulate a harsh phone room or office environment.

A PC in a phone room is a threat to being tampered with or stolen. Often techs, who think they know how to use the PC, will cause damage. Asentria buffers are less likely to be tampered with.

Asentria field-proven Data-Link data buffers are solid-state devices designed to prevent lockups and crashes. They are built conscientiously on a best-vendor basis. Their superior design and construction have led the industry for 15 years and won numerous industry awards.

Avoid the pitfalls of custom programming

To utilize a PC-based buffering system, you must program your own software and integrate it with every one of your PCs components and system software. This fact alone creates problems and disadvantages. You will need the expertise of a programmer on an ongoing basis - probably more frequently than you think. Even if you have a programmer on staff, you will surely increase their workload. Each new system software version produces potential incompatibilities, so when Microsoft releases its next Windows platform, or Hewlett Packard releases its next UNIX update, you may need new program code for your buffering product. You will also need new code any time your application parameters change. The original programmer can probably update the code in the least amount of time. But with personnel changes, they may be employed elsewhere. Asentria buffers give you personal control over your application by eliminating the need for a programmer. Even non-technical users

can set up or reconfigure Data-Link quickly using simple menu choices. GUI software guides you through settings for data collection, data transfers, alarms and other parameters.

Always know where to go for a quick buffering solution

If your programmer cannot help you when a problem occurs with your PC-based buffering product, it is even more unlikely you will find help outside your company. Each PC software and hardware manufacturer provides its own tech support and warranty policy, but none of them are familiar with your data buffering application. If you ever have a concern with an Asentria data buffer, you will get an answer by contacting Asentria technical support. It's that simple. Asentria's technical support is comprehensive: It includes support for the hardware and firmware of the product, plus the added value of the company's expertise. The technical support staff is always glad to answer your questions regarding Asentria products.

Comparing real costs for long-term solutions

So why would anyone consider using a PC-based buffer? One reason is the current availability of relatively low-priced computer systems. But anyone who has created their own buffering system can tell you that real costs add up with the maintenance of a PC-based buffering system. The PC system's actual cost will always be many times greater than the cost of a data buffer because you must include the time, expense and resources for custom programming, integration of different components and systems, testing, hardware and the risk of losing data if something goes wrong. And you will be the only party responsible if something does go wrong. With a Data-Link data buffer, you are actually investing in a long-term data solution that will evolve with your application. You get a product that's field-proven, programmed by industry experts, extensively tested, and guaranteed with a full warranty and comprehensive technical support. Plus,

you gain the ability to upgrade economically to meet new application requirements.

Data buffers offer simple installation and maintenance

You could work hard to make your PC viable as a data buffering system. But why? Asentria Data-Link data buffers fit easily into call accounting systems because they were designed for that purpose. “We spent a lot of time trying to get software to work right with our network and remote PBX units,” says an industry telecommunications specialist. “Now that we are using the Asentria Data-Link results are easy; you just plug them in and go!” Asentria Data-Link comes equipped with interfaces to handle communication requirements specific to PBX data transfers and call accounting applications. Even though installations are simple, you can still implement sophisticated applications that go far beyond a standard PBX data buffering scenario. And once your system is in place, maintenance is limited to adjustments you can make yourself.

Additional benefits of Asentria data buffers

Protecting data is the most basic function of a data buffer, yet the Asentria Data-Link product family has evolved greatly over the past 15 years. They have expanded the potential of call accounting applications so much that it is misleading to label them as simply data buffers. They offer multiple data ports, password protected access to connected equipment, multiple methods of transferring data, data compression, sophisticated alarm detection, multiple alarm notification modes, toll-fraud detection, complete network functions and protocols, SNMP management, remote configuration, bypass capabilities to configure connected devices and much more.



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