



Bruce Staples  
President

## **Communications Plus Reports Rapid Increase in the Adoption of Hosted VoIP Among Small to Mid-sized Companies**

### *Advancements in Technology & Cost Reduction Is Driving Demand for Popular Business Communications System*

AUSTIN, TX — November 29, 2010 — Communications Plus, an industry leader in unified communications, announced today that hosted Voice over Internet Protocol (VoIP) is experiencing tremendous adoption by small to mid-sized businesses. A number of distinct benefits such as superior quality of service, reduction of cost, flexibility, built in business continuity and advanced applications are driving the demand for hosted VoIP technology.

Unlike a traditional phone system, hosted VoIP requires no on-site PBX hardware. Instead the technology uses VoIP service to place and receive calls using the Internet. This service is frequently hosted remotely by a 3rd party VoIP provider. As a result, an end user's communication via VoIP service is handled by redundant enterprise servers offsite. In addition to the profound upfront cost savings this presents, hosted VoIP technology enables one's phone system to be completely scalable and flexible. An organization can add or remove phones on a hosted system any time.

Hosted VoIP serves the needs of entrepreneurs and enterprises alike, by delivering powerful features such as improved call quality, valuable disaster recovery tools, and applications designed specifically for telecommuters and remote workers. Included in the system are advanced features such as unified messaging, automatic call distribution, auto attendant, call recording, call flow reporting as well as traditional PBX features.

The U.S. business hosted IP voice services market is expected to grow from 828,350 seats in 2008 to 4,910,499 seats in 2013, a CAGR of 42.8%, according to Interactive Data Corporation (IDC), a market research firm specifically focused on the IT segment. "The SMB marketplace has started to really embrace hosted VoIP because it dramatically increases their profitability and gives them a competitive advantage," said Bruce Staples, President of Communications Plus. "For many customers off premise communications technology is preferable. In a hosted environment, companies can take advantage of flexible technology knowing that if a disaster occurs, whether a power outage or natural, the system will remain up without interruption."

"After we understand our customers' strategic business

objectives we recommend the right technology to support all of their needs and in many cases that means a hosted solution," added Mr. Staples. "Hosted VoIP is quickly becoming more than an acronym, it's raising the bar for Unified Communications providers, while giving businesses the edge they need to compete in today's marketplace."

### **ABOUT COMMUNICATIONS PLUS**

Communications Plus Inc. is a Business Telephone Equipment and Service provider servicing your small to large business in the Austin, Corpus Christi, and surrounding areas. We service all new and existing Panasonic DBS, Telrad, & WIN telephone systems and voice mail.

We also provide voice and data cabling, and network services. Being an authorized SBC (Southwestern Bell) agent, we can handle all of your Telecommunication needs including local and long distance service, and Internet access custom tailored to your needs.

We are a company comprised of people who have been in business in the Austin area for over 15 years, and are committed to providing high quality voice and data services and equipment for your business needs.