



Bruce Staples  
President

## **Communications Plus Helps Customers Combat Recession with Advanced Technology**

*SMBs Leverage Solutions Designed to Enhance Productivity and Profits*

AUSTIN, TX - September 27, 2011 - Communications Plus, Inc., a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, Communications Plus has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that Communications Plus has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a

separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. Communications Plus' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Bruce Staples, President of Communications Plus. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Communications Plus is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in

products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "Communications Plus has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

### **ABOUT COMMUNICATIONS PLUS**

Communications Plus strives to be Austin's most customer-oriented business telephone and data Telecommunications Company. Serving Austin, Corpus Christi and surrounding areas for the past 20 years, the company's goal is excellent customer satisfaction through superior service. Communications Plus provides its customers with state of the art products, which are serviced by Factory Certified technicians. Customers are thoroughly trained in every component of their system by Communications Plus' highly experienced customer service team.

Communications Plus is a proactive outsourcing partner that suggests meaningful improvements in business processes, and share best practices. We help establish goals that focus on how improved IT services delivery will result in better business value.