

*ATEL Communications a Leader in Unified Communications Increases Customer Profitability by Cost Justifying New Cloud Voice Solutions*



ATEL Communications, a leader in unified communications, announced today the company has launched a campaign to educate their existing customers on a dilemma facing many growth-oriented business owners. It's no secret that as technology continues to advance, antiquated phone systems become more obsolete each year. As time rolls on, lack of functionality becomes more pronounced, leaving business owners with outdated equipment that hinder productivity. As manufacturers move on to innovating and building better versions of their technology, business owners with older phone systems find a very tough time getting support, finding replacement parts and receiving maintenance. The greatest risk facing these businesses is that when the outdated phone system stops working, which is usually once every 5 years, this causes costly downtime because the whole office shuts down and usually takes days to get back up and running. Most business owners shudder to imagine what it would be like to have their office phones down and how expensive it would be to have a team doing nothing at the office.

While most unified communications providers simply let this happen to their customers, ATEL is a leader in taking telephony to the cloud.

Cloud voice makes the most sense for business owners because the phone system is the bloodline supporting all other communications within an organization. Cloud voice is also the most affordable in most cases because the technology can be

completely cost justified. CEOs can now make technological improvements to their businesses on-the-fly, without the large capital outlays that are often associated with company infrastructure investments. This is precisely why this program is so revolutionary. Another reason why this works so well is because a small, predictable operating expense is much better than a huge, unexpected capital expense, especially from a cash flow perspective.

ATEL Communications is shifting the way in which business is done. Business owners can now have regular updates, upgrades and automatic improvements to their phone system through the cloud, without seeing any increases in their monthly bill. The company is proactively advising customers with outdated technology of the impending dangers associated with manufacturer discontinued phone equipment and is sharing this revolutionary cloud voice program with them. ATEL Communications is paving the way for other unified communications providers to raise the industry standard across the board.