



Iain Beveridge  
Vice President

## **UNIFIED COMMUNICATIONS SET TO EXPLODE IN 2011**

*Iain Beveridge of All Phase Communications Shares Insights on Technology's Rapid Growth Among SMBs With International Organization*

SEATTLE, WA — April 28, 2011 — All Phase Communications, a leading unified communications provider, announced expectations of heavy industry growth for the coming year during an interview with Technology Assurance Group (TAG), an international organization of unified communications companies spread throughout the United States and Canada. The TAG organization monitors sales, financial performance and other economic indicators among technology providers. "It's exciting to see that small to mid-sized businesses (SMBs) are ramping up acquisition of the latest technology across the country and that even some of the toughest pockets of the nation are beginning to show signs of strong growth," stated Iain Beveridge, Vice President of All Phase Communications.

Several factors are contributing to the turnaround and technology is driving the next bull market. Historically, technology has proven itself to be one of the first sectors to pull the economy out of a recessionary period and business owners are investing heavily in disruptive technologies that cut costs and improve employee productivity.

One of the most influential and recent technological breakthroughs in business communications is Session Initiation Protocol (SIP). In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration

application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated. "SIP is reinventing the way we communicate and our customers now have an upper hand on their competition," commented Beveridge.

Another powerful technology making its way into is the SMB marketplace is Hosted Voice over Internet Protocol (VoIP). 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 telephony features.

A growing trend among business owners is to outsource the management of their IT networks with managed IT services. Consequently, this is stimulating the economy since these services are designed specifically to assist companies in maintaining and supporting their network and IT infrastructure. Types of services may include remote network monitoring and reporting 24 hours a day, 7 days a week, firewall monitoring, intrusion detection, patch assessment and vulnerability scanning, preventative tasks, disaster recovery, data backup and regular performance analysis.

"Today's marketplace demands excellence from all areas of a business and several of the products and services we provide are enabling our

customers to increase their profitability and gain a competitive advantage," stated Mr. Beveridge. Competition may be fierce, but we rest easy knowing that our customers can react more quickly and with greater efficiency than their competitors."

Iain Beveridge was interviewed by TAG regarding his views on the future of technology because he is well-known in the industry, possesses substantial technical expertise and has built a strong reputation in his/her community. Dale Johnson, President of TAG added, "Iain» has always been able to peer around the corner and see what's coming so he can help his customers take advantage of what's on the horizon. His organization expends a tremendous amount of effort to reside on the leading edge of technology but he does it simply because it is the right thing to do. We are proud to be associated with a technology futurist like Iain."

### **ABOUT ALL PHASE COMMUNICATIONS**

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 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.

#### **ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)**

Technology Assurance Group, LLC (TAG) is a national organization of leading independently owned telecommunications companies. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic

partnerships with communication solution providers, best business and management practices, and advanced sales training programs. TAG's mission is to leverage its members' combined economic power, to increase their sales and profit margins, and to bring advanced technology to the marketplace. For more information on TAG, please call 858-673-5800 or visit [www.tagnational.com](http://www.tagnational.com).