



Iain Beveridge  
Vice President

## **All Phase Communications Helps Customers Combat Recession with Advanced Technology**

*SMBs Leverage Solutions Designed to Enhance Productivity and Profits*

SEATTLE, WA - July 27, 2011 - All Phase Communications, 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, All Phase Communications 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 All Phase Communications 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. All Phase Communications' 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 Iain Beveridge, Vice President of All Phase Communications. "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."

All Phase Communications 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 "All Phase Communications 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 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.