



All Phase Communications Finds an Innovative Way to Keep Their Customers' Technology Refreshed and Always Current Without Increasing Monthly Expenses

*An Interview with Rick Giddens
Illustrates a New Plan that's Changing
How Companies Invest in
Communications Technology*

SEATTLE, WA — August 28, 2012 — Technology is changing faster today than it ever has in the history of the world. This shouldn't be a surprise to anyone. The latest and greatest invention or technological improvement today will in many cases be outdated tomorrow. These changes can be very exciting; however, they present a significant challenge to businesses of all of sizes. Business owners must now try and find solutions to a question that's keeping them awake at night. How can I keep my company's technology current to not only remain competitive, but to increase my profitability at the same time? The wrong answer to this question could put them on the street.

“At All Phase Communications, we make it a point to understand our customers' industries and listen to their concerns impacting their business on a daily basis. Through our research and proactive interaction with presidents and owners, we learned of their strong desire to keep their communications technology up to date and on the

cutting edge,” said Rick Giddens, President for All Phase Communications.

Telecommunications is the heart and life blood of every business and having the latest technology has a major impact on an organization's efficiency, profitability, and competitiveness. As a result of All Phase Communications' customers' valuable feedback, the company developed the Current Technology Assurance Plan (C-TAP) with the assistance of Technology Assurance Group (TAG), a national organization of independently owned telecommunication companies.

C-TAP ensures that the telecom environment and information systems are refreshed with the latest advancements in technology and value added solutions. For example, updates to a company's phone system can occur anytime after 24 months with no change in payment. Additionally, both labor charges and software upgrades are waived. C-TAP also enables companies to transfer technology costs from a capital expense to a fixed monthly expense absorbed by an organization's operating budget.

Here's a simple example that illustrates how C-TAP works. Companies are losing significant amounts of money on a daily

basis because they do not sufficiently monitor their telecommunications systems. On a normal business day, over 30% of all phone calls made or received by employees are non-business related. Thus, dramatically decreasing productivity and increasing telecommunications costs. Call Accounting Software allows companies to better manage their systems by eliminating inefficiency and ensuring that their employees' time is well spent. Under C-TAP, companies that could not afford this technology before can now simply add it with no change in their monthly commitment.

C-TAP has the awesome potential to change the way companies make investments in technology. Instead of having to upgrade a phone system every five to seven years and painfully utilizing antiquated technology, companies will benefit from leading edge innovations. Additionally, organizations will benefit from a wealth of other components embedded into the program. Some of these value added items include:

- Priority queue to the “Partnership Operations Center”
- Priority scheduling for adds, moves, and changes

- Priority dispatch on all service calls
- Guarantee of “Inventory On Hand”
- Preferred service and replacement of defective equipment per factory recommendations
- Periodic replacement of handset and station cords
- Annual preventative maintenance visit
- Waiver of charges for no trouble found carrier calls
- Remote programming changes during normal business hours
- Backup and archiving of system databases where applicable

Essentially, C-TAP provides a new telecommunications industry standard for consultation, education, and special services to let technology make a difference.

“Actively listening to customers and understanding their problems often provides the keys to developing a new way of

doing things,” added Giddens. “In this case, the C-TAP program was created to meet a changing need in the marketplace for a structured plan to maintain and refresh one of the most important areas of a business. By implementing C-TAP we’re helping companies focus on what they do best, while we take care of their communications technology. As result of the program, businesses will increase their profitability, improve employee productivity, and obtain a competitive advantage in their marketplace. But most importantly, we’re helping presidents and owners sleep better at night.”

ABOUT ALL PHASE COMMUNICATIONS

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 25 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.