



Iain Beveridge
President

All Phase Communications Teaches CFOs How to Manage Their Newfound IT Staff

Why Outsourcing is at the Forefront of Technology Departments

SEATTLE, WA — October 27, 2015 — All Phase Communications, an industry leader in unified communications, announced today that the company has launched an awareness campaign targeting CFO's about the changing nature of purchasing, installing, and deploying IT solutions. Today's CFOs have begun to spearhead the deployment of new IT solutions within the corporate environment in addition to their traditional responsibilities. CFOs now assess information technology purchases and ensure staff levels are "right-sized." The network has evolved from a static environment that only requires a single, full-time IT manager to a dynamic environment which requires constant support of a full-suite, expert-led, outsourced IT advisory firm.

In today's environment, the underlying technology has simply become too overwhelming for one person to manage. The role of IT managers has shifted from administrative tasks, such as, downloading and installing security programs, to overseeing monthly reports generated by outsourced solution providers to verify optimal network performance. Additionally, CFOs not only need to facilitate payment arrangements in order to ensure that budgetary requirements are met, but it is now their responsibility to verify the efficiency of the network by cross-checking device performance with the monthly reports provided by aforementioned outsourcers. Network

performance must be validated and verified by external, trusted IT advisors instead of internal IT staff, who have no basis for supporting their analysis.

"In recent years, the very nature in which technology is being purchased has shifted. While most business have long relied upon a break-fix interaction, the new way of purchasing technology revolves around proactive management, predictive repairs, and reporting transparency," stated Iain Beveridge, President at All Phase Communications. "With the help of All Phase Communications, CFOs can verify the performance of their network against industry standards and gain an unobstructed view of what's really going on with their network. CFOs finally have a way to manage the technology deployment process, without needing to be overtly proficient themselves."

As a result, CFOs are able to cut down the cost of staffing IT personnel while simultaneously gaining access to a network that has more integrity, is better protected and enables all employees to do their jobs better and faster. They are accomplishing this by bringing in a team of experts from All Phase Communications to provide constant management of the network instead of relying on a single point of potential failure.

"Demand for our services has accelerated exponentially due to the fact that we solve problems before they occur, instead of after the problems occur. This is a far stronger motivator for business owners and CFOs than anything else," commented Mr. Beveridge. "In an

increasingly complex, cloud computing world, CFOs are opting to have their network and IT security, managed not by an individual staff member with a debatable level of skill but a team of dedicated experts who are implementing the most elite software tools available. This is by far the most intelligent decision."

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.