



John Zeller
President/CEO

ATS Communications Offers Innovative Data Backup Solutions to Protect Their Customers' Critical Information

Region's Leading Unified Communications Provider Supports Business Continuity Planning While Enhancing Peace of Mind Among Small to Mid-sized Companies

SACRAMENTO, CA — March 28, 2011 — ATS Communications, an industry leader in unified communications, announced today that the company is offering innovative, off-site, data back up solutions to protect their customers' critical information. In an effort to enhance business continuity planning among the region's small to mid-sized companies, ATS Communications provides owners with the peace of mind know that their valuable information is continually backed up in the event of a natural disaster, power outage, or virus attack.

More than ever before, today's market is pressing owners to reexamine the threats that could cause business interruption. According to an information security breaches survey conducted by DTI/PriceWaterhouse, 70% of businesses that suffer a serious data loss are out of business in 2 years. Many risks are unavoidable but technological advances have created a way for businesses to continue to run smoothly, even in the midst of uncertainty.

Organizations of all sizes are generating and depending on larger amounts of data that must be readily available and easily accessible. Consequently, companies have to effectively manage more infrastructure resources, including servers, networks,

and storage, to ensure data is protected in a timely manner while at the same time providing adequate performance and capacity and securing data for access when needed. Unfortunately, the archaic data backup method for most companies is to backup vital information on a data tape and let an employee such as an IT manager take it home for safe keeping. Today's latest technology enables the backup of information to take place on the "cloud" instead of servers on-site. Therefore, if an event should occur the business can keep running as if nothing happened.

"The concept of business continuity is experiencing a growth in popularity, and experts are attributing this primarily to its simplicity," John Zeller, President/CEO of ATS Communications. "As a business owner, operating without a data backup solution in place is simply a risk I would not be willing to take. The pace of today's business environment is faster than it has ever been, and business owners cannot afford to lose their valuable data. In my opinion, it's like driving over 100mph without wearing a seatbelt," commented Zeller.

All businesses face a certain degree of risk, but most intelligent business owners are looking to eliminate unnecessary risks as well as uncertainty. Disaster recovery solutions provide business owners with a safety net that enables organizations to get back up and running before anyone notices that there was a slip-up. Whether a natural disaster, virus attack or power outage, remote data backup

provides businesses with the assurance that they will be able to compete in today's markets.

ABOUT ATS COMMUNICATIONS

ATS Communications is a business' complete voice and data partner with expertise on a wide range of voice and data products. Their services match small and medium size enterprises with optimized technology that provide best business practices. This core philosophy motivates ATS to provide technical solutions and creates a competitive advantage for clients' business and positively impacts their bottom line. With 35 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of their strategic partners including Cisco and Toshiba. Additionally, ATS has been identified as one of the Top 25 East Bay companies in their industry by a leading publication for six consecutive years. These credentials have allowed ATS to grow and partner with businesses throughout the greater Bay Area and Northern California. ATS has three offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit www.atcommunications.com.