



John Zeller
President/CEO

ATS Communications Helps Customers Combat Recession with Advanced Technology

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

SACRAMENTO, CA - July 27, 2011 - ATS 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, ATS 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 ATS 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. ATS 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 John Zeller, President/CEO of ATS 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."

ATS 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 "ATS 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 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.atscommunications.com.