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ATS COMMUNICATIONS HELPS SMALL TO MID-SIZED BUSINESSES WITH 2012 EXPANSION

By John Zeller, ATS Communications

SACRAMENTO, CA — December 19, 2011 — ATS Communications, the region's leading technology provider, is helping small to medium-sized businesses (SMBs) reposition their communications infrastructure to increase their profitability during an office expansion or relocation. In 2011 many companies have paused to reflect and reevaluate their business from all angles. Convergence of voice and data solutions has led many business owners to rely heavily on highly technology to help their business run more efficiently. While these convergences of solutions provide great new business tools, it also creates new challenges. The key challenge is finding a qualified technology provider to ensure a smooth transition of phone systems, data networks and other technologies during a strategic relocation. ATS Communications is well positioned to actively support the complex needs of its customers during this type of transition.

With an abundance of technology providers in the marketplace, a business owner's

first challenge is to select the right technology provider. There are companies that are strong in either voice or data, but most lack both skill sets. However, ATS Communications is unique in that it has expertise in both voice and data communications which enable them to provide benefits that far exceed those of their competition. ATS Communications is a true Managed Service Providers (MSPs), with certified voice and data experts who have years of experience in the industry.

ATS Communications differentiates itself by providing high-level consultation to ensure that pre-installation, installation, and post-installation all runs smoothly. "As a company, we take a global approach to understand our customers' business communications and IT needs and we utilize sophisticated tools to ensure proper implementation," commented John Zeller, President/CEO of ATS Communications. "Attention to detail and clear communication is the only way to ensure that the technology investment provides you with a competitive advantage and increases overall profitability."

ATS Communications deploys Session Initiation Protocol (SIP) and leverages an innovative Technology Optimization Program (TOP) which continually equips the customer with new technology while simultaneously protecting them from obsolescence and unforeseen cost. When a business moves into a new location the need for additional hardware and software oftentimes becomes glaringly apparent, and TOP customers are able to add new technology without incurring any additional cost. Keeping the customer at the latest state of technology is at the forefront of ATS Communications' mission, so long as the technology enhances productivity and makes a positive impact to their bottom line.

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.