ATS COMMUNICATIONS HELPS CUSTOMERS MAKE THE MOVE TO CLOUD-BASED SERVICES

Leading Unified Communications Provider Offer Solutions to Enhance Customer Profitability

REDDING, CA – December 17, 2013 - ATS Communications, a leading provider of unified communications, announced a new program today that enables businesses to migrate from hardware-based technology to cloud-based services. This transition has been accelerated largely due to the maturity of cloud-based services, and their ability to deliver a dramatic competitive advantage across several industries. The impetus for ATS Communications' initiative lies in advancements that have made this technology cost-effective for the majority of small to medium-sized businesses (SMBs). ATS Communications' cloud-based services enhance their customers' mobility, security and strategic IT capabilities.

The primary reasons that many SMBs look into cloud-based services are for the inherent benefits of mobility, freedom and workforce flexibility. ATS Communications has been able to eliminate the notion of being "chained" to on premise equipment such as servers or traditional desktops. The average employee is in-and-out of the office and can hardly afford to spend time making additional trips to the office to retrieve files, access certain programs and collaborate with team members. According to *Global*

Workplace Analytics, "Regular telecommuting grew by 79.7% between 2005 and 2012…". It's no secret that the days of the 9 to 5 business are long gone and the increase in the resulting mobile workforce has created a need for employees to stay connected with company data while having the freedom to be away from the office. Virtual workspaces now allows for complete collaboration across various departments regardless of location or hardware.

Further flexibility can be found in the Bring-Your-Own-Device (BYOD) environment. Employees can access company data across multiple devices, operating systems and much more. For example, salespeople can create sales presentations at the office, drive out to an appointment, and make last minute revisions on their iPad while accessing all of the programs, tools and files that are hosted in the cloud. Businesses that can operate on-the-fly have a huge advantage over their competitors. This is why so many organizations are moving towards this type of technology.

Additionally, cloud-based services have enhanced security features as well. SMBs should make certain that providers deliver enterprise-grade services such as virus, malware, spyware and rogue employee protection. Customers should also expect 24x7x365 network monitoring and system support so they can always be confident that their data is safe and accessible. ATS Communications

offers solutions with security measures in place that are on par with military-grade data encryption and have built-in redundancy across the network.

Lastly, the growth in cloud-based services has enabled providers like ATS Communications to take over the day-to-day management of technology so the customer can concentrate on growing their business. Most business owners have recognized the benefits associated with getting their staff "working ON the business" rather than "working IN it."

"Many cloud-services have evolved from being a cheap, low-cost alternative to becoming more secure than the majority of on-premise solutions," stated Tom Klosterman, Operations Manager of ATS Communications. "There are significant advantages of moving from on-premise equipment to the cloud and it is our role to educate our customers as well as make it an easy transition."

ABOUT ATS COMMUNICATIONS

ATS Communications is a business' complete voice and data partner with expertise on a wide range of 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.