



ATS COMMUNICATIONS Teaches Customers What to Watch Out For When Taking Their Voice Technology to the Cloud

Leading Provider Educates Companies on the Proper Path to Success

CONCORD, CA – September 22, 2015 - ATS Communications, a leading provider of unified communications, announced today that the company has launched an awareness campaign to its customers educating them on how to transition their phones and infrastructure technology to the cloud. The core message that ATS Communications is sharing is the migration of your company's technology to the cloud can be either the best thing you've ever done or the worst thing. Most companies are drawn to the immediate slash in expenses and expanded functionality, which is the main driver behind the widespread adoption of cloud voice. ATS Communications has summarized the main points that their customers need to know about in order to make this transition as smooth as possible.

The first decision that a business owner needs to be aware of is that there are two distinct ways of purchasing the technology. In the world of cloud-technology, especially that of cloud voice, this is particularly important to sort out. The first way is to purchase the technology from off the Internet. This method is very attractive to first-time buyers because the only things that a purchaser needs to know is how many phones their office will need and how many lines they will need to route calls.

They plug these numbers in, get a price, purchase them, the phones are then boxed up, shipped out and the only instructions for installation are to plug them into the wall. However, while this method is faster at the outset, it usually causes big problems shortly thereafter. For example, cloud phones only work well when there is enough bandwidth available for them to utilize. When a company just plugs their cloud phones into the wall, without assessing the network to make sure that it can support this technology, a company predestines itself for failure. This can be avoided, by taking the time to do a network analysis.

When an organization purchases cloud phones from the Internet, there are plenty of challenges like the above example, that crop up. With hundreds of these types of companies sprouting up, they usually have a very-short term, transactional approach to business. This philosophy leads to them not taking the time to properly understand their customer's business, find out what their customer would like to accomplish and to assess what would be the most ideal way to utilize technology to accomplish that objective. Furthermore, online cloud voice providers have a mindset of "dialing for dollars" and once the equipment is sold and shipped they essentially walk away from any form of customer service. In response to high cancellation rates, many of these companies

have required customers to enter long-term contracts, trapping them into a forced relationship.

A much more intelligent way to purchase this technology is through a reputable, local provider who is part of your business community. By taking this route, the company inherently has a higher capacity to understand your business objectives and strategic outcomes, which ultimately leads to perfectly fitting technology. Local providers understand the need to perform an initial analysis to gain a global perspective on your technology infrastructure, and can often make improvements that not only ensure the quality of your cloud phones, but of all technology that runs on the network. Other signs that you are dealing with a reputable provider is that they take the time to educate you on firewalls, they ensure proper bandwidth allocation and explain QoS (Quality of Service) as well. These all have giant implications on the performance of the technology on your LAN (Local Area Network). Another great sign is when the company has highly experienced, certified technicians who can install the technology themselves, instead of leaving it in the hands of their customers, who are not trained in these facets. However, the most important factor to watch for, which ensures aligned incentives from the beginning, is month-to-month contracts. When a provider puts their "money where their mouth is" and essentially says that

“If the technology doesn’t perform as expected, you can cancel anytime,” you are predestined for a mutually beneficial relationship. ATS Communications is one such provider and they recommend that whoever you do business with, even if it’s not ATS Communications, you make sure that you’re dealing with a reputable provider who meets these conditions.

While it’s completely clear that dealing with a reputable company is the most intelligent way to purchase technology and migrate to the cloud, this begs the question of affordability. The punch line for business owners is that whether they purchase from an online company or from a reputable company, the price they ending up paying is the same! This was the catalyst for ATS Communications’ desire to launch this awareness campaign.

“Our goal is to let the performance of our technology speak for itself,” stated Sanford

Gladding, Vice President/Sales & Marketing of ATS

Communications. “We earn our relationships with customers by building a strong relationship, earning their trust month-by-month and taking responsibility for the performance of their technology as if it were our own business. We are playing the long-term game and the results have been excellent so far. We aspire to be an example of what’s possible in a true partnership, where our customers’ success is our success.”

ABOUT ATS COMMUNICATIONS

ATS is a technology provider that partners with businesses to implement state of the art data networking and IT Infrastructure, telecommunications, security and business continuity products and services through a proactive managed services model. With expertise on a wide range of of voice and data products, ATS

Communications is a business’ complete voice and data partner. Their services match the needs of small and medium size enterprises with optimized technology that provide best practice solutions which creates a competitive advantage and a positive impacts to the client’s bottom line. With 39 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 the industry’s top manufacturers. These credentials have allowed ATS to grow and partner with businesses throughout Northern California and across the United States. ATS has three California 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.