



## **ATS Communications Launches Current Technology Assurance Plan (C-TAP)**

*Small to Mid-Sized Companies to Benefit  
from Telecommunication Industry's Most  
Innovative Program to Ensure  
Implementation of Latest Technology*

CONCORD, CA — June 2, 2008 — ATS Communications, an industry leader in telecommunications, announced today that the company launched its new Current Technology Assurance Plan (C-TAP). C-TAP has emerged as the telecommunication industry's most innovative program. The program ensures that the telecom and information systems of small to mid-sized companies remain current and incorporate the latest in value added solutions. Technology Assurance Group (TAG), a national organization of independently owned telecommunication companies, spearheaded the development of C-TAP in strategic partnership with Great America Leasing Company (GALC), a privately held lease financing firm.

As a premier member of TAG, ATS Communications will be the only telecommunications provider in the region to offer businesses the TAG/GALC supported C-TAP program.

"C-TAP is revolutionizing the manner in which telecom equipment, convergent applications such as VoIP, and connectivity infrastructure is deployed in the marketplace," said John Zeller, President/CEO of ATS Communications. "As a result of C-TAP, ATS Communications can now proactively manage customer telecom and information system needs in partnership with those customers. When companies participate in C-TAP it assures them that they will always be at the forefront of new innovations in technology."

C-TAP gives companies the unique ability to refresh or renew their

phone equipment any time after 24 months with no change in payment. New equipment and applications are installed without labor charges. Technology can be added as required within a fixed cost that can be absorbed by an organization's operating budget. Essentially, C-TAP allows the continued implementation of new technology within a set budget.

"Let's take Automatic Call Distribution (ACD) to illustrate how C-TAP works," stated Mr. Zeller. "ACD allows companies to route incoming calls to the appropriate representative, which increases both internal efficiency and customer satisfaction. The price of ACD technology has dropped over the years and under C-TAP companies that could not afford it before can now add it with no change in their monthly commitment. This is just one example where the adoption of new technology will increase an organization's competitive advantage and increase their profitability."

"With the C-TAP program, ATS Communications can truly act as a telecommunication partner for our customers. C-TAP offers benefits that only a true technology partner can provide a SMB enterprise," commented Zeller. These benefits include unlimited employee training at the customer's site and via web-based seminars, unlimited labor for move, adds, and changes, remote database backup, records and training updates for the equipment administrator, and an annual audit of connectivity charges. C-TAP also provides businesses with special customer service provisions including priority queuing for adds, moves, changes, and dispatch of service calls, a guarantee of inventory on hand, preferred maintenance, periodic replacement of handset and

station cords, and annual preventative maintenance visits.

"We're thrilled about C-TAP and announcing it to our valuable customers," added Mr. Zeller. "Adopting this program illustrates our continued commitment to our customers. Their organizations can both grow and adapt in the changing information marketplace within a budget fixed at the inception of the C-TAP program."

### **ABOUT ATS COMMUNICATIONS**

ATS Communications is a leading telecommunications solutions provider of communications equipment and services. ATS has expertise on a complete range of equipment and services that serves small to medium size enterprises with a single location or multiple sites. For over 30 years, ATS Communications has recommended, installed and supported communications solutions that provide business customers with maximum capability and productivity. ATS has gained an excellent reputation in the telecommunications industry and has been recognized for outstanding performance multiple times by several of their strategic partners. Additionally, ATS has been identified as one of the Top 25 East Bay telecommunications companies by a leading publication six years in a row. These credentials have allowed ATS to grow to serve thousands of businesses throughout the greater Bay Area and Northern California. ATS has three offices located throughout Northern California including Concord, Sacramento and Redding. For more information, call our corporate office in Concord at (925) 602-1500 or visit [www.atscommunications.com](http://www.atscommunications.com).

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