



John Zeller  
President/CEO

## **CLEARFLY COMMUNICATIONS, INC. AND ATS COMMUNICATIONS** **ANNOUNCE STRATEGIC PARTNERSHIP**

*Companies Team Up to Deliver World-Class SIP Solution*

CONCORD, CA – May 1, 2012 - Clearfly Communications, the premier carrier and leading national provider of SIP trunking, announced today the formation of a strategic partnership with ATS Communications, a leading unified communications provider. The companies have aligned in order to provide small and medium size businesses in under-served suburban markets with "large business" like voice, data, and mobile services at a cost that is affordable and in a package that is manageable.

SIP is an IETF (Internet Engineering Task Force), internet based protocol originally designed for call set-up and control. According to the SIP RFC, the protocol defines how two or more end-points can negotiate to set up and control a communications connection that suits the capabilities of the devices and the needs of its users. In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated.

SIP trunking may deliver a myriad of benefits, yet the driving factor behind its widespread adoption is the substantial cost savings which it provides to entrepreneurs and enterprises alike. Several smaller organizations can leverage SIP trunks in order to gain access to new features and functionality, such as Caller ID, Local DIDs, etc., which were previously excessively expensive or reserved exclusively for large companies. SIP is leveling the playing field and has successfully brought enterprise-class solutions to small to mid-sized business (SMB) looking to compete with larger companies in their industry.

Many larger enterprise sized companies have taken note and are also taking a hard look at SIP trunks. With many large organizations looking for new ways to increase profitability and secure a strong foothold in their industry, SIP is coming under the microscope quite often. SIP improves efficiency and consolidates cost across all areas of an organization's network which makes it much easier for companies to focus on mission-critical areas of the business, rather than funneling money to business communications systems. In fact, many enterprises are harnessing the power of SIP in order to edge out their competitors and secure their spot at the forefront of their industry.

"ATS Communications is an outstanding match," said Chris Hunter, North American Sales Director for Clearfly Communications. "ATS Communications is an exemplary organization and we're proud to be working with them. They understand how important it is to provide their customers with quality service and we believe that's why they've been so successful over the past several years."

As a leading provider of Unified Communications solutions, ATS Communications offers an array of technology that helps their customers achieve their strategic business objectives. Now an authorized dealer for Clearfly Communications products, ATS Communications will drive SIP IP PBX sales in the region.

### **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.atcommunications.com](http://www.atcommunications.com).