



John Zeller
President/CEO

ATS Communications Helps Small to Mid-Sized Businesses Prepare for the End of Windows XP and Office 2003 Support

Leading Unified Communications Provider Delivers a Migration Path to New Technology

SACRAMENTO, CA – August 22, 2013 - ATS Communications, a leader in unified communications, announced today that the company is launching an initiative to help prepare small to mid-sized businesses (SMBs) migrate from Windows XP and the Office 2003 suite of programs to more sustainable solutions. Many SMBs have relied heavily on both these solutions to run their businesses, but after ten years of support these programs will no longer be supported. According to Microsoft, Windows XP SP3 and Office 2003 will completely go out of support on April 8, 2014.

This change has dramatic implications for the business world. It means that many businesses that were merely running outdated software will now be powering their businesses with obsolete technology. Aside from the inability to access support and solve software issues as they arise, this change means that businesses who continue to

utilize these tools will be exposed to unnecessary security risks. For example, unsupported and unpatched environments are extremely vulnerable to outside threats and if a company is unable to assure that its customers' data is properly protected, it may result in public notification of the organization's inability to maintain its systems and data integrity. SMBs need customers more than ever and the absolute last thing an SMB would want to do, would be to publicly inform their customers that they cannot promise that their data is secure.

Vendor support options will dwindle as well. Independent vendors, software and hardware, will become fewer and further between, leaving end users with more problems to deal with than capable service providers to choose from. With an ever-diminishing number of service providers, SMBs must chart a new course and pursue a new direction in order to maintain their competitive advantage.

More than anything, this change is a call to action. Businesses need to understand where they are, where they need to be and how to get there. The best way to make this transition

is with the assistance of a Microsoft Certified Partner. These organizations have met rigorous standards and possess the technical capacity to bring an SMB from 2003 to 2013. Whether the solution is as simple as purchasing Windows 7 Professional and upgrading to a modern laptop, or as complex as deploying an enterprise solution to larger organizations with in-depth technical resources, tools and expert guidance, SMBs need to consult with Certified Microsoft Partners.

"We saw this transition coming and as a Microsoft Certified Partner we are proactively helping our customers make the transition," stated John Zeller, President/CEO of ATS Communications. "It's inevitable for all technology to eventually deteriorate or become obsolete, which is exactly why we came up with C-TAP. Our Current Technology Assurance Plan (C-TAP) protects our customers from the risk of obsolescence and provides them with a unique competitive advantage in their industry. Essentially, we fix the cost of technology and establish a

partnership relationship, so rather than ‘nickel and diming’ our customers when their technology expires, we continually work to keep them up to date with the latest software and hardware applications for a fixed, predictable cost. By partnering with our customers and adopting a more relationship-based approach, we’ve been able to maintain long term relationships and everyone is happier, not to mention more profitable.”

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.