



Sanford Gladding
President

ATS Offers Business Critical VoIP Integrations to Maximize Customer Profitability and Productivity

Leading MTSP Enhances Communications for Local Organizations

CONCORD, CA – July 30, 2024 - ATS , a leading managed technology services provider, has announced their comprehensive suite of integrations designed to supercharge VoIP communications for businesses and organizations of all sizes. These integrations are set to maximize profitability and productivity by seamlessly connecting various third-party software applications, including popular customer relationship management systems (CRM), enterprise resource planning systems (ERP), and enterprise management systems (EMS). While many VoIP providers offer unified communications (UC) systems, most are not seamlessly woven into the fabric of their existing systems. ATS has taken a step further, by seamlessly integrating the power of a UC system into the most widely used organizational communications systems, like Microsoft Outlook, Microsoft Exchange, Microsoft Teams, Hubspot, Salesforce, and more.

“Our objective is maximum utilization of technology and we’re able to achieve this by integrating with the most popular productivity boosting solutions on the market,” stated Sanford Gladding, President of ATS . “By doing so we make everyone’s life easy to effectively communicate within any business, non-profit or institution.”

ATS ’s integration with Microsoft Outlook and Exchange brings unparalleled efficiency to business communications. Whether employees want full call control directly from Outlook, allowing users to dial contacts, synchronize presence with their Outlook calendar, and change presence status directly from Outlook, or other ways of improving their throughput and collaborative abilities, this integration ensures that users can manage their communications more effectively, reducing the time spent switching between platforms.

ATS ’s Microsoft Exchange Communicator further enhances this integration by automatically delivering and synchronizing voice mails and faxes to users' email clients on Windows-based PCs. Changes made to these messages on the email client are instantly reflected on the system, streamlining the communication process and ensuring that no message goes unnoticed. This is ideal for highly collaborative teams, which are looking to increase the pace of communication, which is essential for customer satisfaction.

For organizations that rely on Microsoft Teams, ATS ’s integration extends the platform's capabilities far beyond its standard feature set. Users can make and receive customer calls within the Teams interface, with additional rich features such as complex routing plans, auto attendant, call handling rules, and call recording. Even the mere feature of call recording adds unprecedented

value in the contexts of quality assurance, training, compliance standards and dispute resolution.

One of the most popular CRMs is Salesforce and this integration brings full call control to the application suite. Users can manage calls directly from Salesforce records. “Screen pops” for inbound calls display all known account information, allowing employees to provide informed and efficient customer service.

“ATS ’s technology integrations are designed to help businesses achieve higher efficiency and productivity, enabling seamless communication across various platforms,” added Mr. Gladding. “By integrating these powerful tools, organizations can expect to see significant improvements in their operations, ultimately leading to increased profitability.”

ABOUT ATS

ATS is an industry awarded and respected managed technology solutions provider that partners with businesses to implement the latest enterprise IT networking and infrastructure, unified communications, cyber-security, business continuity, video surveillance and cloud technologies. These products and services are delivered as a proactive managed service model following our core values resulting in peace of mind that all critical business systems meet expectations of high availability,

security, and optimization. With expertise on a wide range of technical offerings, ATS is a business' complete technology partner. Our services match the needs of small and medium-sized enterprises with optimized technology that provides best-practice solutions which creates a

competitive advantage and makes a positive impact for the client's bottom line. With over 45 years of experience, ATS has gained an excellent reputation for designing, implementing, and proactively supporting solutions that focus on converging applications allowing the company 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.teamats.com.