



## **Communications Technologies Incorporated Helps Customers Combat Recession with Advanced Technology**

*SMBs Leverage Solutions Designed to Enhance Productivity and Profits*

BURTON, MI - September 27, 2011 - Communications Technologies Incorporated, a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, Communications Technologies Incorporated has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that Communications Technologies Incorporated has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a separate "channel" to handle the

traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. Communications Technologies Incorporated's salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Jeff Allen, President of Communications Technologies Incorporated. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Communications Technologies Incorporated is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG,

comments "Communications Technologies Incorporated has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

### **ABOUT COMMUNICATIONS TECHNOLOGIES INCORPORATED**

Communications Technologies, Inc. (CTI) is an independently, locally owned voice and data communications company serving Michigan businesses for over 20 years. CTI is a one-source solution for ordering dial tone and high-speed Internet, providing voice and data cabling, and installation and support of business telephone systems and computer networks. The company takes a consultative approach to its customers' needs and makes recommendations based on over 100 years of combined experience and expertise. CTI actively supports the community through its involvement with non-profit and other charitable organizations. CTI's goal is to add value, differentiate its services, and deliver strategic technologies with integrity and innovation resulting in the highest level of customer profitability, satisfaction and competition advantage. For more information about CTI please call 800-860-6910 or visit [www.cti4u.com](http://www.cti4u.com).