



## **COMMUNICATIONS TECHNOLOGIES INCORPORATED HELPS CUSTOMERS MAKE THE MOVE TO CLOUD-BASED SERVICES**

*Leading Unified Communications Provider Offer Solutions to Enhance Customer Profitability*

BURTON, MI – December 17, 2013 - Communications Technologies Incorporated, a leading provider of unified communications, announced a new program today that enables businesses to migrate from hardware-based technology to cloud-based services. This transition has been accelerated largely due to the maturity of cloud-based services, and their ability to deliver a dramatic competitive advantage across several industries. The impetus for Communications Technologies Incorporated' initiative lies in advancements that have made this technology cost-effective for the majority of small to medium-sized businesses (SMBs). Communications Technologies Incorporated' cloud-based services enhance their customers' mobility, security and strategic IT capabilities.

The primary reasons that many SMBs look into cloud-based services are for the inherent benefits of mobility, freedom and workforce flexibility. Communications Technologies Incorporated has been able to eliminate the notion of being "chained" to on premise equipment such as servers or traditional desktops. The average employee is in-and-out of the office and can

hardly afford to spend time making additional trips to the office to retrieve files, access certain programs and collaborate with team members. According to *Global Workplace Analytics*, "Regular telecommuting grew by 79.7% between 2005 and 2012...". It's no secret that the days of the 9 to 5 business are long gone and the increase in the resulting mobile workforce has created a need for employees to stay connected with company data while having the freedom to be away from the office. Virtual workspaces now allows for complete collaboration across various departments regardless of location or hardware.

Further flexibility can be found in the Bring-Your-Own-Device (BYOD) environment. Employees can access company data across multiple devices, operating systems and much more. For example, salespeople can create sales presentations at the office, drive out to an appointment, and make last minute revisions on their iPad while accessing all of the programs, tools and files that are hosted in the cloud. Businesses that can operate on-the-fly have a huge advantage over their competitors. This is why so many organizations are moving towards this type of technology.

Additionally, cloud-based services have enhanced security features as well. SMBs should make certain that providers deliver enterprise-grade services such as

virus, malware, spyware and rogue employee protection. Customers should also expect 24x7x365 network monitoring and system support so they can always be confident that their data is safe and accessible. Communications Technologies Incorporated offers solutions with security measures in place that are on par with military-grade data encryption and have built-in redundancy across the network.

Lastly, the growth in cloud-based services has enabled providers like Communications Technologies Incorporated to take over the day-to-day management of technology so the customer can concentrate on growing their business. Most business owners have recognized the benefits associated with getting their staff "working ON the business" rather than "working IN it."

"Many cloud-services have evolved from being a cheap, low-cost alternative to becoming more secure than the majority of on-premise solutions," stated Jeff Allen, President of Communications Technologies Incorporated. "There are significant advantages of moving from on-premise equipment to the cloud and it is our role to educate our customers as well as make it an easy transition."

**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).