



Jeff Allen
President

Communications Technologies Incorporated Teaches CFOs How to Manage Their Newfound IT Staff

Why Outsourcing is at the Forefront of Technology Departments

BURTON, MI — October 27, 2015 — Communications Technologies Incorporated, an industry leader in unified communications, announced today that the company has launched an awareness campaign targeting CFO's about the changing nature of purchasing, installing, and deploying IT solutions. Today's CFOs have begun to spearhead the deployment of new IT solutions within the corporate environment in addition to their traditional responsibilities. CFOs now assess information technology purchases and ensure staff levels are "right-sized." The network has evolved from a static environment that only requires a single, full-time IT manager to a dynamic environment which requires constant support of a full-suite, expert-led, outsourced IT advisory firm.

In today's environment, the underlying technology has simply become too overwhelming for one person to manage. The role of IT managers has shifted from administrative tasks, such as, downloading and installing security programs, to overseeing monthly reports generated by outsourced solution providers to verify optimal network performance. Additionally, CFOs not only need to facilitate payment arrangements in order to ensure that budgetary requirements are met, but it is now their responsibility to verify the efficiency of the network by cross-checking device performance with the monthly reports provided by aforementioned outsourcers. Network

performance must be validated and verified by external, trusted IT advisors instead of internal IT staff, who have no basis for supporting their analysis.

"In recent years, the very nature in which technology is being purchased has shifted. While most business have long relied upon a break-fix interaction, the new way of purchasing technology revolves around proactive management, predictive repairs, and reporting transparency," stated Jeff Allen, President at Communications Technologies Incorporated. "With the help of Communications Technologies Incorporated, CFOs can verify the performance of their network against industry standards and gain an unobstructed view of what's really going on with their network. CFOs finally have a way to manage the technology deployment process, without needing to be overtly proficient themselves."

As a result, CFOs are able to cut down the cost of staffing IT personnel while simultaneously gaining access to a network that has more integrity, is better protected and enables all employees to do their jobs better and faster. They are accomplishing this by bringing in a team of experts from Communications Technologies Incorporated to provide constant management of the network instead of relying on a single point of potential failure.

"Demand for our services has accelerated exponentially due to the fact that we solve problems before they occur, instead of after the problems occur. This is a far stronger motivator for business owners and CFOs than anything else," commented Mr. Allen. "In an

increasingly complex, cloud computing world, CFOs are opting to have their network and IT security, managed not by an individual staff member with a debatable level of skill but a team of dedicated experts who are implementing the most elite software tools available. This is by far the most intelligent decision."

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.