



Communications Technologies, Inc.
A BUSINESS COMMUNICATIONS COMPANY



CTI Announces 25 Year Company Anniversary

*Technology Leader Reaches
Significant Milestone in Serving
Business Community*

BURTON, MI — April 19, 2016 — Communications Technology Inc. (CTI), a leader in unified communications, announced that the company has reached their 25 year anniversary. Since their inception in 1991, the organization has dedicated itself to enriching the lives of business professionals in their community. As their customers' businesses have grown over the years and new technological advancements have surfaced, the company has continually expanded its solution set. By increasing the scope of their operation, they have been better equipped to solve today's problems and help their customers maintain a competitive advantage in their respective industries. At this point in time, CTI is a provider of unified communications, business phone systems, managed IT services, cloud-based services, remote worker solutions and much more.

"Our growth has always been driven by our customers' needs," states Jeff Allen, President of CTI. "Our job is to give our customers a

technological competitive advantage, so they can remain one step ahead of their competition. When we do this right, our customers win their battles and that means everyone wins in the long-term. It's really about keeping their profitability in mind. Our approach is to step back, truly understand what our customer is looking to accomplish through the deployment of sophisticated technology and then to devise a solution that accomplishes that end. The majority of our competitors are more interested in short-term relationships and zero accountability, which usually leaves the transaction as a win-lose. Our approach is to promise big results and to make sure we deliver those results to our customers. We've been delivering those kinds of results for 25 years and that's exactly why our company continues to be so successful," adds Allen.

CTI has shown fantastic adaptability over the years. For example, as business telephony shifted from being run exclusively through phone lines to today's cloud-based, Internet environment, CTI was one of the first companies to adapt and help their customers overcome the associated challenges. Early

adopters of VoIP (Voice over Internet Protocol) were drawn to the technology due to its increased productivity and cost savings. However, many early adopters in the mainstream market complained that the quality of their phone calls dropped off significantly when they made the shift to VoIP. The reason behind this is that most vendors simply send out a VoIP phone, instruct the customer to plug it into the wall and hope that it works. This usually results in an underperforming network because this one device usurps all of the bandwidth. What's worse is that by the time the customer realizes that the device is underperforming, the vendor has usually made the sale and has locked the customer into a long-term, inescapable contract.

This is exactly what makes CTI so different. First, CTI assesses the network as a whole to figure out if the proposed technology can actually be supported or not, before they sell the customer a single piece of equipment. This leaves every single customer that interacts with CTI, regardless of whether or not they end up doing business the company, in a place where they've furthered their

technological knowledge and have been educated. It's a stance of service, instead of pressured selling.

The above example highlights the core philosophy that CTI adheres to, keeping their customers' needs first. When CTI first started out, their customers realized that they always needed to be connected with potential prospects, so CTI provided business phone systems to ensure that constant connection. As CTI's customers grew, security became a concern so CTI started providing surveillance equipment. Then their customers realized that they couldn't have their business down for extended periods of time and CTI expanded into backup and disaster recovery solutions. Then their customers saw that they needed networks that would always run at their highest level and never fail, so CTI expanded into managed IT services.

The key thing to note here is that this organization has been perpetually evolving, in response to the greatest

challenges that their customers were facing. They have boldly and repeatedly entered new territory, increased their technical expertise, and over delivered to their customers.

CTI has an uncommon business philosophy and many customers have experienced dramatic benefits through this educational approach to technology deployment. In fact, one customer, Rande Lake from Crown Point Endoscopy, mentions in a testimonial, "They saved our practice." This is the type of commitment to client results that every industry should aspire to reach one day.

This 25 year milestone is a testament to their sustained commitment to doing things differently, putting customer needs first and making sure that they are solving some of the most important challenges in the eyes of their customers. They are committed to their customers' success and when their customer wins, they do too. Perhaps more businesses in the marketplace should model their

business practices and operate from this standpoint of integrity.

ABOUT COMMUNICATIONS TECHNOLOGIES INCORPORATED

Communications Technology, Inc. (CTI), formerly known as Allen Audio & Communications, is an independently, locally owned voice and data communications company serving Michigan businesses for over 25 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 phones 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.