

## **TELEPHONE SYSTEMS CONSULTANTS, INC.**



Barry Cryer  
President

### **Technology Assurance Group Invites Barry Cryer, President of Telephone Systems Consultants, Inc., to Offer His Views on the Latest Technologies Impacting the SMB Marketplace**

*Industry Leader to Lend His Expertise and Years of Experience to U.S. and Canada's Top Technology Providers at TAG's Annual Convention*

CARBONDALE, CO — January 30, 2011 — Telephone Systems Consultants, Inc., an industry leader in unified communications, announced today that Technology Assurance Group (TAG), an international organization of leading independently owned unified communications companies representing over \$350 million in annual sales, invited Barry Cryer, President of Telephone Systems Consultants, Inc., to present on the latest technologies impacting small to mid-sized businesses (SMB) at the 11th Annual TAG Convention. Mr. Cryer will share his extensive industry expertise and company's experiences with top technology providers located throughout the United States and Canada. TAG's 2011 Annual Convention will be held on March 16th – 18th in San Antonio, Texas.

With the growth of cloud-based technologies, the theme of the 2011 Annual Convention is "Find Your Silver Lining in the Cloud." SMBs have begun to fully understand the true value of cloud technologies and the market is set to explode. According to predictions by IDC

Research, "By 2014, sales of cloud computing products or services will generate almost \$56 billion in annual revenues." The expansion of cloud technologies will not only have a profound impact on the technology sector, but this growth will transform the manner in which SMBs conduct business across all industries. Cryer will share his views on the future of cloud technologies, virtualization, hosted solutions, and managed services with other industry professionals. As a well-respected business leader in the industry, many of his peers will gain valuable insight on where the cloud is taking businesses.

"We've always placed the utmost importance on being on the leading edge of technology which is why we spend so much time and energy educating our employees," commented Cryer. "When we truly understand where our industry is headed, it makes it much easier to increase our customers' profitability and give them a competitive advantage. An ancillary benefit to running our organization in this manner is that we are able to share our experiences with our colleagues at events like the TAG Convention."

"The TAG Convention brings the brightest minds and most innovative thinkers in our industry together to share best practices,

learn from one another and plan for a successful future," stated Brian Suerth, EVP and Partner of Technology Assurance Group. "We are honored to have President Cryer at our event, and we all look forward to learning from him."

#### **ABOUT TELEPHONE SYSTEMS CONSULTANTS, INC.**

Founded in 1992, Telephone System Consultants, Inc. is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allows the TSC team to develop an understanding of each customer's unique telecommunications requirements, and to respond to those requirements quickly and effectively.

TSC's local dispatch center delivers round-the-clock service to ensure system reliability. TSC also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 4 hours.

#### **ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)**

Technology Assurance Group, LLC (TAG) is an international organization of leading

independently owned unified communications companies. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic

partnerships with communication solution providers, best business and management practices, and advanced sales training programs. TAG's mission is to increase its Members' sales and profits through education and to ease their

introduction of new technology to the marketplace by leveraging their combined intellect and purchasing power. For more information on TAG, please call 858-673-5800 or visit [www.tagnational.com](http://www.tagnational.com).