

TELEPHONE SYSTEMS CONSULTANTS, INC.



Barry Cryer
President Telephone Systems
Consultants, Inc.

TSC Expands Customer Advocacy Program Through Advanced Education of SIP Trunking and IP Protocol

*Enhanced Program Helps Businesses
Take Advantage of New Technology to
Reduce Costs and Increase
Productivity*

CARBONDALE, CO —
September 4, 2008 — Telephone
Systems Consultants, Inc., an industry
leader in business communications,
announced today that the company has
expanded their customer advocacy
program through advanced education
in SIP (Session Internet Protocol)
Trunking and IP Protocol. TSC
elevated the program to further the
region's businesses to take advantage
of new technology to reduce costs and
increase productivity.

"As an organization it is our
mission to support our customers in
their ability to first understand the
latest technology and then implement it
so they can fully reap its benefits,"
Barry Cryer, President of TSC. "At
TSC we are constantly analyzing and
evaluating advancements in
communications so we may
proactively educate our team of
professionals. It's like a kid in a candy
store when we identify leading edge
technology such as SIP Trunking that
has the power to dramatically improve
the manner in which our customers
communicate. By quickly elevating
our customer advocates' knowledge of
SIP Trunking, they're able to
effectively explain it to our customers
in a consultative manner so adoption of
may occur quicker and easier."

Many people are aware that Voice
over Internet Protocol (VoIP) lowers
costs and offers powerful new business
applications. These two benefits alone
are accelerating the acceptance of IP
based technology, also known as the
convergence of voice and data, on a
global level regardless of the size of
company. Session Initiation Protocol
(SIP) raises the bar of IP by adding
intelligence to business processes and
providing both users and IT
departments with greater control over
their communication environments.

In simple terms, SIP supports any
form of real-time communication
regardless of whether the content is
voice, video, instant messaging, or a
collaboration application.
Additionally, SIP enables users to
inform others of their status, their
availability, and how they can be
contacted before a communication is
even initiated. SIP Trunking is a
viable cost-saving move for small to
medium sized companies because it
offers several tangible opportunities to
increase profits through unlimited local
calling, lowered long distance rates and
by utilizing existing and new IP PBXs.
The reduction in cost per minute for
communication provided by SIP
Trunking gives SMBs an almost
immediate ROI.

"We found in most cases that
companies with phone systems that are
6 years old or older can be replaced at
little or no cost because of the savings
they will experience from SIP
Trunking," added Mr. Cryer. "This is

very exciting because SMBs can
immediately become current in their
technology giving them a competitive
advantage in their marketplace.
Furthermore, we have partnered with
the top two leading SIP providers in
the industry – Broadvox and Excel and
our customer advocates understand the
value proposition of both
organizations. The mission of TSC's
customer advocates is to act as liaison
and by continually enhancing their
knowledge we're strengthening the
bond they have built with their
customers. We're looking forward to
bringing SIP Trunking and its benefits
the region."

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.