

## TELEPHONE SYSTEMS CONSULTANTS, INC.



Barry Cryer  
President

### **CLEARFLY COMMUNICATIONS, INC. AND TELEPHONE SYSTEMS CONSULTANTS, INC. ANNOUNCE STRATEGIC PARTNERSHIP**

#### *Companies Team Up to Deliver World-Class SIP Solution*

CARBONDALE, CO – May 1, 2012 - Clearfly Communications, the premier carrier and leading national provider of SIP trunking, announced today the formation of a strategic partnership with Telephone Systems Consultants, Inc., a leading unified communications provider. The companies have aligned in order to provide small and medium size businesses in under-served suburban markets with "large business" like voice, data, and mobile services at a cost that is affordable and in a package that is manageable.

SIP is an IETF (Internet Engineering Task Force), internet based protocol originally designed for call set-up and control. According to the SIP RFC, the protocol defines how two or more end-points can negotiate to set up and control a communications connection that suits the capabilities of the devices and the needs of its users. 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 may deliver a myriad of benefits, yet the driving factor behind its widespread adoption is the substantial cost savings which it provides to entrepreneurs and enterprises alike. Several smaller organizations can leverage SIP trunks in order to gain access to new features and functionality, such as Caller ID, Local DIDs, etc., which were previously excessively expensive or reserved exclusively for large companies. SIP is leveling the playing field and has successfully brought enterprise-class solutions to small to mid-sized business (SMB) looking to compete with larger companies in their industry.

Many larger enterprise sized companies have taken note and are also taking a hard look at SIP trunks. With many large organizations looking for new ways to increase profitability and secure a strong foothold in their industry, SIP is coming under the microscope quite often. SIP improves efficiency and consolidates cost across all areas of an organization's network which makes it much easier for companies to focus on mission-critical areas of the business, rather than funneling money to business communications systems. In fact, many enterprises are harnessing the power of SIP in order to edge out their competitors and secure their spot at the forefront of their industry.

"TSC is an outstanding match," said Chris Hunter, North American

Sales Director for Clearfly Communications. "TSC is an exemplary organization and we're proud to be working with them. They understand how important it is to provide their customers with quality service and we believe that's why they've been so successful over the past several years."

As a leading provider of Unified Communications solutions, TSC offers an array of technology that helps their customers achieve their strategic business objectives. Now an authorized dealer for Clearfly Communications products, TSC will drive SIP IP PBX sales in 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.