



A3 Communications Helps SMBs To Utilize Softphone Technology To Enhance Mobility

COLUMBIA, SC (January 30, 2013) — A3 Communications, Inc., a leading unified communications provider, announced today that the company is deploying softphones to help small to mid-sized businesses (SMBs) increase their mobility and flexibility. Softphones are the ultimate solution for the road warrior, and they enable workers to function “as if” they’re in the office, regardless of their physical location.

Softphones are software programs which enable users to make phone calls over the Internet using their laptop or home computer eliminating the need for a physical instrument. Recently, they have been gaining in popularity among SMBs primarily because they reduce the cost of calls to virtually nothing. Also, they have a surprising number of ancillary advantages for end users.

Firstly, softphones are extremely easy to setup. Typically they require little more than a bluetooth headset and the proper software, and employees can be up and running in minutes. Softphones can also easily integrate with existing phone systems and leverage all current capabilities. For example, many phone systems in today’s market have Instant-Messaging (IM) embedded so co-workers can supply one another with answers to customer service questions on the fly. The goal of softphones is to better connect an organization and create more opportunities for mobility and collaboration.

Brian Thomas, President, comments, “Softphones are predominantly utilized by companies that desire additional

levels of mobility. In an increasingly globalized world, mobility and speed have become even more important to survive and this helps explain why demand is up.” Thomas also adds “With the call quality equivalent to that of a cell phone, softphones are making a big impact in the technology sector and businesses across all industries are jumping on board. The bottom line with softphones is that they enhance productivity, increase profitability and create a competitive advantage regardless of industry.”

To learn more about how your organization can take advantage of softphone technology, contact A3 Communications’ sales team at (803) 744-5000.

About A3 Communications, Inc. — With offices in Columbia, Charleston, Greenville and Atlanta, A3 Communications provides award-winning business information technology and communication services to over 2,500 commercial and public clients throughout the Southeast. Since 1990, A3 has been working to increase the productivity and probability of their clients by providing a broad range of technical capabilities and services, including: managed IT services; network infrastructures; telecommunications and hosted VoIP systems; video surveillance systems; cabling; audio/visual solutions and virtual desktops. Their highly certified and experienced technicians offer comprehensive support and maintenance available 24 hours a day, seven days a week. For more information on A3 Communications, visit www.a3communications.com.

FROM THE PRESIDENT

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—Brian Thomas, President; A3 Communications

