



John Zeller  
President/CEO

## **ATS COMMUNICATIONS REPORTS STRONG INCREASE IN TECHNOLOGY INVESTMENT FOR 2012**

### *Leading Unified Communications Provider Helps Customers Position for Growth*

CONCORD, CA — February 22, 2012 — ATS Communications, an industry leader in unified communications, announced today that the outlook for technology purchases by small to mid-sized (SMB) companies in 2012 is exceptionally positive. This outlook was confirmed by Technology Assurance Group (TAG), an international association of unified communications providers representing approximately \$350 million in products and services. As a premier Member of TAG, ATS Communications is positioned as the dominant force in their marketplace and is able to better prepare and protect its customers for whatever the future holds.

Many small to medium-sized businesses (SMBs) are starting off the New Year by deploying advanced technology in order to secure a competitive advantage early on. Today's SMB needs to be more agile, efficient and better equipped to handle the challenges that 2012 will bring and many business owners are creating a gap between themselves and their competitors by implementing the technology offered by ATS Communications'. "Every sector is experiencing different growth rates, but when we step back and look at

the big picture, it becomes clear that overall demand is up, and businesses need to have the tools necessary to gain a foothold in their industry," stated Dale Stein, Co-Founder of TAG.

ATS Communications' unique relationship with TAG, enables them to adopt cutting edge best business practices, deliver innovative programs, and partner with elite technology manufacturers and application service providers. Over the years, ATS Communications has leveraged this relationship to consistently deliver benefits to their customers that are simply unavailable to other technology providers. For example, ATS Communications is able to leverage the buying power of approximately 130 technology providers to receive deep discounts from manufacturers, and provide a lower cost to the customer. The bottom line of this partnership is that ATS Communications is better positioned to enhance employee productivity and increase profitability than any other technology provider in the market.

"We continue to be impressed with ATS Communications' stern commitment to their customers. At the end of the day, business owners are concerned with the bottom line and new technology is pointless if it doesn't increase your overall profitability," commented Stein.

"ATS Communications has always focused on this fact and it shapes their recommendations and suggestions when working with their clients. As a result of this approach, their customers continue to thank them and I see a very bright future for ATS Communications," added Stein.

With growth opportunities on the horizon in 2012 many businesses are looking for ways to prepare for the large influx of sales they expect to see. This change will be driven by macroeconomic factors, but will be sustained by a business's ability to keep up with demand. Many businesses are investing heavily in technology and enlisting the help of elite technology providers like ATS Communications to make sure that whenever that wave of sales arrives, they're ready to ride it all the way to the bank.

### **ATS COMMUNICATIONS**

ATS Communications is a business' complete voice and data partner with expertise on a wide range of of voice and data products. Their services match small and medium size enterprises with optimized technology that provide best business practices. This core philosophy motivates ATS to provide technical solutions and creates a competitive advantage for clients' business and positively

impacts their bottom line. With 35 years of experience, ATS has gained an excellent reputation for designing, implementing and proactively supporting solutions that focus on converging voice and data applications and has been recognized for outstanding performance by several of their strategic partners including Cisco and Toshiba. Additionally, ATS has been identified as one of the Top 25 East Bay companies in their industry by a leading publication for six consecutive years. These credentials have allowed ATS to grow and partner with businesses throughout the greater Bay Area

and Northern California. ATS has three offices located in Concord, Sacramento and Redding. For more information, call their corporate office in Concord at (925) 602-1500 or visit [www.atscommunications.com](http://www.atscommunications.com).

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

Technology Assurance Group, LLC (TAG) is an international organization of leading independently owned business 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).