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## **ALL PHASE COMMUNICATIONS HELPS SMALL TO MID-SIZED BUSINESSES WITH 2012 EXPANSION**

*By Iain Beveridge, All Phase  
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SEATTLE, WA — March 21, 2012 — All Phase Communications, the region's leading technology provider, is helping small to medium-sized businesses (SMBs) reposition their communications infrastructure to increase their profitability during an office expansion or relocation. In 2012 many companies have paused to reflect and reevaluate their business from all angles. Convergence has led many business owners to rely heavily on highly qualified technology providers to ensure a smooth transition of phone systems, data networks and other technologies during a strategic relocation. All Phase Communications is well positioned to actively support the complex needs of its customers during this type of transition.

With an abundance of technology providers in the marketplace, a business owner's first challenge is to select the right technology provider. There are companies that are strong in either voice or data, but most lack both skill sets. However, All Phase Communications is unique in that it has expertise in both voice and data communications which enables them to provide benefits that far exceed those of their competition. All Phase Communications is a true

Managed Service Providers (MSPs), with certified voice and data experts who have years of experience in the industry.

All Phase Communications differentiates itself by providing high-level consultation to ensure that pre-installation, installation, and post-installation all runs smoothly. "As a company, we take a global approach to understand our customers' business communications and IT needs and we utilize sophisticated tools to ensure proper implementation," commented Iain Beveridge, Vice President of All Phase Communications. "Attention to detail and clear communication is the only way to ensure that the technology investment provides you with a competitive advantage and increases overall profitability."

All Phase Communications deploys Session Initiation Protocol (SIP) and leverages an innovative Current Technology Assurance Plan (C-TAP) which continually equips the customer with new technology while simultaneously protecting them from obsolescence and unforeseen cost. When a business moves into a new location the need for additional hardware and software oftentimes becomes glaringly apparent, and C-TAP customers are able to add new technology without incurring any additional cost. Keeping the customer at the latest state of

technology is at the forefront of All Phase Communications' mission, so long as the technology enhances productivity and increases bottom-line profitability.

### **ABOUT ALL PHASE COMMUNICATIONS**

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including City of Bellingham, Glacier Fish, Cutter & Buck, Cascade Valley Hospital and Clinics, Ben Bridge Jewelers have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.