



ARE YOU RUNNING YOUR BUSINESS ON OBSOLETE TECHNOLOGY?

*All Phase Communications Advises
Customers on the Dangers of
Operating on a Manufacturer
Discontinued Phone System*

SEATTLE, WA – January 29, 2013 – The world of unified communications is centered on the idea of leveraging powerful technologies and applications to boost productivity. When individual employees have superior tools they are able to do more with less and increase bottom-line profitability. However, many businesses are becoming increasingly familiar with the concept of planned obsolescence, which is a policy of planning or designing a product with a limited useful life, so it will become obsolete, unfashionable or no longer functional after a certain period of time. Phone systems and data networks are beginning to show signs of planned obsolescence and business owners are beginning to reexamine their communications infrastructure. Small to medium-sized businesses (SMBs) need to take a close look at their phone systems to evaluate when obsolescence will strike and what steps they can take to avoid this.

Many of the existing phone systems that businesses are currently running have been discontinued and no longer

supported by the manufacturer. This basically means that the technology has run its course, stopped being manufactured and is becoming exceedingly difficult to service. In other words, if a business is running its communications infrastructure on obsolete technology, when it breaks down there won't be anyone to help fix it. This is a giant risk that business owners are taking when their customer relationships are on the line. An outdated phone system will ultimately crash. Businesses cannot afford to go down and cut off all contact with their customers.

“Here at All Phase Communications, we are educating companies on the risks associated with manufacturer discontinued phone systems as well as their options for new technology,” stated Rick Giddens, President of All Phase Communications. “This is an exciting time in our industry because with the advent of SIP (session initiation protocol) many companies can easily cost justify the adoption of today's technology. Plus, these businesses will benefit from applications and features designed to increase their profitability, enhance their employees' productivity, and give them a competitive

advantage, something their outdated phone system cannot do.”

ABOUT ALL PHASE COMMUNICATIONS

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 25 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.