



Access Telcom Help SMBs Utilize Softphone Technology to Enhance Mobility

SPOKANE, WA - December 19, 2011 – Access Telcom, 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.

Kent Biel, President of Access Telcom 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.” Kent 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.”

ABOUT ACCESS TELCOM

Access Telcom offers what today’s business customer demands: exceptional customer service, quality products and a variety of telecommunication solutions. Creating a communications strategy is vital to doing business in an increasingly competitive world. Access Telcom helps customers create a plan that will accommodate their businesses into the next century. Their team of Factory Certified technicians are dedicated to providing unsurpassed customer service and technical support. The company is committed to supporting its customers’ every need, leading the way through the challenges of the ever-changing world of technology. For more information on Access Telcom, call (888) 621-9555 or visit www.access-tel.com.