



BTS Helps Customers Combat Recession with Advanced Technology

SMBs Leverage Solutions Designed to Enhance Productivity and Profits

BIRMINGHAM, AL - September 27, 2011 - BTS Technologies, Inc., a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, BTS has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that BTS has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating

a separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. BTS' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Roger Wentowski, President of BTS. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

BTS is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in products and services

in the unified communications industry. Dale Stein, Partner of TAG, comments "BTS has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

ABOUT BTS TECHNOLOGIES, INC.

BTS Technologies, Inc., (BTS) was founded on the philosophy of maintaining a profitable business by providing the best in telecommunication systems and services to our customers. The stated purpose of our company not only allows us to provide short term answers to our customer's communication needs, but also affords us a longevity unsurpassed by the telecommunication industry in our region. We strive to provide quality materials, trouble -free installations and total communication services at a fair and competitive price that will allow us to maintain our business with quality employees. This policy insures the on-going system service and support that you deserve and expect. BTS Technologies, Inc. is located at 311 West Valley Ave, Birmingham, AL 35209. For more information on BTS please call (205) 942-6532 or visit <http://www.askbts.com>.