



## **BTS TECHNOLOGIES, INC. HELPS CUSTOMERS MAKE THE MOVE TO CLOUD-BASED SERVICES**

*Leading Unified Communications  
Provider Offer Solutions to Enhance  
Customer Profitability*

BIRMINGHAM, AL –  
December 17, 2013 - BTS  
Technologies, Inc., a leading  
provider of unified communications,  
announced a new program today that  
enables businesses to migrate from  
hardware-based technology to cloud-  
based services. This transition has  
been accelerated largely due to the  
maturity of cloud-based services, and  
their ability to deliver a dramatic  
competitive advantage across several  
industries. The impetus for BTS’  
initiative lies in advancements that  
have made this technology cost-  
effective for the majority of small to  
medium-sized businesses (SMBs).  
BTS’ cloud-based services enhance  
their customers’ mobility, security  
and strategic IT capabilities.

The primary reasons that many  
SMBs look into cloud-based services  
are for the inherent benefits of  
mobility, freedom and workforce  
flexibility. BTS has been able to  
eliminate the notion of being  
“chained” to on premise equipment  
such as servers or traditional  
desktops. The average employee is  
in-and-out of the office and can  
hardly afford to spend time making  
additional trips to the office to  
retrieve files, access certain programs  
and collaborate with team members.  
According to *Global Workplace  
Analytics*, “Regular telecommuting  
grew by 79.7% between 2005 and  
2012...”. It’s no secret that the days  
of the 9 to 5 business are long gone  
and the increase in the resulting  
mobile workforce has created a need  
for employees to stay connected with

company data while having the  
freedom to be away from the office.  
Virtual workspaces now allows for  
complete collaboration across  
various departments regardless of  
location or hardware.

Further flexibility can be found  
in the Bring-Your-Own-Device  
(BYOD) environment. Employees  
can access company data across  
multiple devices, operating systems  
and much more. For example,  
salespeople can create sales  
presentations at the office, drive out  
to an appointment, and make last  
minute revisions on their iPad while  
accessing all of the programs, tools  
and files that are hosted in the cloud.  
Businesses that can operate on-the-  
fly have a huge advantage over their  
competitors. This is why so many  
organizations are moving towards  
this type of technology.

Additionally, cloud-based  
services have enhanced security  
features as well. SMBs should make  
certain that providers deliver  
enterprise-grade services such as  
virus, malware, spyware and rogue  
employee protection. Customers  
should also expect 24x7x365  
network monitoring and system  
support so they can always be  
confident that their data is safe and  
accessible. BTS offers solutions with  
security measures in place that are on  
par with military-grade data  
encryption and have built-in  
redundancy across the network.

Lastly, the growth in cloud-  
based services has enabled providers  
like BTS to take over the day-to-day  
management of technology so the  
customer can concentrate on growing  
their business. Most business owners  
have recognized the benefits

associated with getting their staff  
“working ON the business” rather  
than “working IN it.”

“Many cloud-services have  
evolved from being a cheap, low-cost  
alternative to becoming more secure  
than the majority of on-premise  
solutions,” stated Roger Wentowski,  
President of BTS. “There are  
significant advantages of moving  
from on-premise equipment to the  
cloud and it is our role to educate our  
customers as well as make it an easy  
transition.”

### **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  
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