



BTS Technologies, Inc. Help SMBs Utilize Softphone Technology to Enhance Mobility

BIRMINGHAM, AL - April 29, 2013 – BTS Technologies, Inc., 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.

Roger Wentowski, President of BTS Technologies, Inc. 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.” Roger 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 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>.