



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
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