



## **NuSound Telecommunications Launches Current Technology Assurance Plan (C-TAP)**

*Small to Mid-Sized Companies to Benefit from Telecommunication Industry's Most Innovative Program to Ensure Implementation of Latest Technology*

WHITE PLAINS — June 28, 2011 — NuSound Telecommunications, an industry leader in telecommunications, announced today that the company launched its new Current Technology Assurance Plan (C-TAP). C-TAP has emerged as the telecommunication industry's most innovative program. The program ensures that the telecom and information systems of small to mid-sized companies remain current and incorporate the latest in value added solutions. Technology Assurance Group (TAG), a national organization of independently owned telecommunication companies, spearheaded the development of C-TAP in strategic partnership with Great America Leasing Company (GALC), a privately held lease financing firm.

As a premier member of TAG, NuSound Telecommunications will be the only telecommunications provider in the region to offer businesses the TAG/GALC supported C-TAP program.

"C-TAP is revolutionizing the manner in which telecom equipment, convergent applications such as VoIP, and connectivity infrastructure is deployed in the marketplace," said George Brindley Jr, of NuSound Telecommunications. "As a result of C-TAP, NuSound Telecommunications can now

proactively manage customer telecom and information system needs in partnership with those customers. When companies participate in C-TAP it assures them that they will always be at the forefront of new innovations in technology."

C-TAP gives companies the unique ability to refresh or renew their phone equipment any time after 24 months with no change in payment. New equipment and applications are installed without labor charges. Technology can be added as required within a fixed cost that can be absorbed by an organization's operating budget. Essentially, C-TAP allows the continued implementation of new technology within a set budget.

"Let's take Automatic Call Distribution (ACD) to illustrate how C-TAP works," stated Mr. Brindley Jr. "ACD allows companies to route incoming calls to the appropriate representative, which increases both internal efficiency and customer satisfaction. The price of ACD technology has dropped over the years and under C-TAP companies that could not afford it before can now add it with no change in their monthly commitment. This is just one example where the adoption of new technology will increase an organization's competitive advantage and increase their profitability."

NuSound Telecommunications customers on the C-TAP program will receive numerous benefits.

These benefits include 5 hours of national teleconferencing annually, call accounting analysis which detects employee misuse of phone calls, storage system and backup, remote database backup, records and training updates for the equipment administrator, and an annual audit of connectivity charges. C-TAP also provides businesses with special customer service provisions including priority queuing for adds, moves, changes, and dispatch of service calls, a guarantee of inventory on hand, preferred maintenance, periodic replacement of handset and station cords, and annual preventative maintenance visits.

"We're thrilled about C-TAP and announcing it to our valuable customers," added Mr. Brindley Jr. "Adopting this program illustrates our continued commitment to our customers. Their organizations can both grow and adapt in the changing information marketplace within a budget fixed at the inception of the C-TAP program."

### **ABOUT NUSOUND TELECOMMUNICATIONS**

Founded in 1986, NuSound Telecommunications is a dynamic, market leading technology company providing voice & data network solutions for the New York Tri-State Area. The commitment to providing a thorough understanding of each client's unique telecommunications requirement as well to exceed

customer expectations for more than two decades has enabled NuSound to team up with leading manufacturers such as Panasonic, Toshiba, Avaya, Zultys, Cisco & Freedom Voice. Outstanding design, implementation, service and support, empowers their client's to enhance productivity, increase profitability, and maintain a more competitive advantage within their own industry. For more information and to discuss "real

case scenarios" please call 800-972-7271 or visit us at [www.nusound.com](http://www.nusound.com)

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in assets, it has the flexibility to provide customized financial solutions and selected business services for its customers who are distributors in the office equipment, telecommunications, healthcare, and retail markets. With superior industry knowledge and experience, they develop solutions that help their customers be more successful. Visit GreatAmerica at [www.greatamerica.com](http://www.greatamerica.com).