



George Brindley Jr
COO

NUSOUND TELECOMMUNICATIONS HELPS SMALL TO MID-SIZED BUSINESSES WITH 2012 EXPANSION

*By George Brindley Jr, NuSound
Telecommunications*

WHITE PLAINS — December 19, 2011— NuSound Telecommunications, the region’s leading technology provider, is helping small to medium-sized businesses (SMBs) reposition their communications infrastructure to increase their profitability during an office expansion or relocation. In 2012 many companies have paused to reflect and reevaluate their business from all angles. Convergence has led many business owners to rely heavily on highly qualified technology providers to ensure a smooth transition of phone systems, data networks and other technologies during a strategic relocation. NuSound Telecommunications is well positioned to actively support the complex needs of its customers during this type of transition.

With an abundance of technology providers in the marketplace, a business owner’s

first challenge is to select the right technology provider. There are companies that are strong in either voice or data, but most lack both skill sets. However, NuSound Telecommunications is unique in that it has expertise in both voice and data communications which enables them to provide benefits that far exceed those of their competition. NuSound Telecommunications is a true Managed Service Providers (MSPs), with certified voice and data experts who have years of experience in the industry.

NuSound Telecommunications differentiates itself by providing high-level consultation to ensure that pre-installation, installation, and post-installation all runs smoothly. “As a company, we take a global approach to understand our customers’ business communications and IT needs and we utilize sophisticated tools to ensure proper implementation,” commented George Brindley Jr, COO of NuSound

Telecommunications. “Attention to detail and clear communication is the only way to ensure that the technology investment provides you with a competitive advantage and increases overall profitability.”

NuSound Telecommunications deploys Session Initiation Protocol (SIP) and leverages an innovative Current Technology Assurance Plan (C-TAP) which continually equips the customer with new technology while simultaneously protecting them from obsolescence and unforeseen cost. When a business moves into a new location the need for additional hardware and software oftentimes becomes glaringly apparent, and C-TAP customers are able to add new technology without incurring any additional cost. Keeping the customer at the latest state of technology is at the forefront of NuSound Telecommunications’ mission, so long as the technology enhances productivity and

increases bottom-line profitability.

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.