



George Brindley Jr
COO

NuSound Technology Group Offers Innovative Cloud Disaster Recovery Solutions

*Leading Unified Communications
Provider Protects Customer
Information Cost Effectively*

White Plains – September 27, 2016 - NuSound Technology Group, a leader in unified communications, announced today that it has launched a program that focuses on cloud-based data safety. This program is aimed to help small to mid-sized businesses (SMBs) to effectively store, manage, and transfer their critical business files seamlessly while simultaneously increasing the overall security of all of their business files. Whether employees are utilizing files on their servers, laptops, workstations or smartphones, this Cloud Disaster Recovery Program will change the way that business owners handle their sensitive corporate and financial information.

For those who aren't yet familiar, disaster recovery, is a set of policies and procedures which enable the recovery or continuation of vital technology infrastructure and systems following a natural or human-induced disaster. The majority of enterprise-level organizations have recognized the blatant need for disaster recovery programs because they focus on strengthening the underlying IT or technology systems supporting

critical business functions, especially in moments of need. For example, when an organization starts growing and adds on more staff, there are more possibilities for human-induced disasters or data theft. An accidental deleted or misplaced file can cost companies dozens of hours in lost productivity. Furthermore, with more staff come more devices, which in an increasing BYOD (Bring Your Own Device) environment, means that there are more vulnerability points for hackers to enter the network. When businesses begin to scale, these productivity interruptions are no longer tolerable.

“When a business begins its growth trajectory, it's easy to sit back and enjoy the success,” stated George Brindley Jr, COO at NuSound Technology Group. “We know that feeling. It's so rewarding to see your business growth outpacing your operating expenses and all of the years of sacrifice make it completely worth it. It's so easy to kick your feet up, relax and enjoy the fruits of your labor in that moment, however, this is precisely when businesses need to take the steps to protect themselves so they can continue to grow at that same rate. This is when they are most susceptible to virtual disasters and

without a comprehensive disaster recovery plan and cloud technology that is engineered specifically to shrug off these types of disturbances, they are putting that stable growth at risk.”

In years prior, many businesses were hesitant to purchase cloud-based disaster recovery solutions because they required large, up-front capital expenditures. NuSound Technology Group's cloud disaster recovery program breaks this pattern because it's on a pay-as-you go model, so businesses only pay for what they use, enabling them to scale up and down their disaster recovery program in perfect sync with the pace of their businesses. It's file syncing, syncing with business growth, syncing with a cost structure that makes this technology easy to implement into any growth-oriented SMB.

About NuSound Technology Group

Founded in 1986, NuSound Technology Group 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 Technology Group to team up with leading manufacturers

such as Panasonic, Toshiba, Zultys & 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