



George Brindley Jr  
COO

## NuSound Technology Group Announces Full-Service Cloud Voice Program

*Industry Leader in Unified  
Communications Responds to  
Consumer Demands  
with Powerful Solution*

WHITE PLAINS – April 28, 2015 - NuSound Technology Group a leader in unified communications announced today that the company has launched a revolutionary full-service cloud voice program which is radically shaking up the industry. NuSound Technology Group created this program in response to growing customer demand for a simplified, all-inclusive program that would encapsulate all of the key products and services a business needs in order to solidify its IT and communications infrastructure. Essentially, this program enables CEOs to make technological improvements to their businesses on-the-fly, without the large capital outlays that are often associated with company infrastructure investments. For the first time ever, the company has conceived a program which essentially wraps all necessary components into a single package.

This is groundbreaking territory in the industry and will provide small to mid-sized companies (SMBs) with access to elite-level services and infrastructure without the need for a huge technology investment budget. All services, routers, phones, POE (Power Over

Ethernet) switches, and QOS (Quality of Service) are included. An additional problem that this program solves is when CEOs add new technology to the network and they are left with dozens and dozens of new bills, all on varying billing cycles, to a myriad of vendors. This program thwarts the issue by centralizing all technologies into a single, consistent and affordable bill.

“When you take the time to actually listen to what your customers need, it becomes very clear as to what you should build for them,” stated George Brindley Jr, COO of NuSound Technology Group. “Over the years it’s become glaringly apparent that our customers would benefit dramatically from this kind of service, so instead of waiting around, we decided to innovate proactively and devise a solution. The reception has been quite positive so far.”

Another extraordinarily unique feature of this program is that all services and hardware are offered on a month-to-month agreement. In other words, small to medium-sized businesses now have access to the same class of technology as Fortune 500 companies without the giant up-front investments that are normally required. The month-to-month structure is available due to the nature of the cloud voice

solution, in addition to the company’s desire to align incentives with their customer to bolster strong long-term relationships. “When you bring a month-to-month agreement into the picture, it becomes very clear that you have to deliver. The competition unfortunately locks customers into long term contracts, but for us, month-to-month is our way of putting our money where our mouth is. Our goal is to earn our customers’ business every month, and because there’s no better recipe for fostering long-term relationships than consistent performance we knew this program would be a win-win,” added Mr. Brindley Jr. It’s insane that for the longest time our industry has trapped their customers into long-term contracts, which deincentivizes them from performing at their best and we are changing this dynamic.”

This program bundles all services for SIP (Session Initiation Protocol), VoIP (Voice over Internet Protocol), telephony hardware and all business application services into a single service, because at the end of the day, this is what the customer is really paying for. CEOs and CFOs alike, expect technology to make their lives easier and this program accomplishes that end. Whether it’s the all-inclusive access to advanced

technology, the painless billing process or the virtually nonexistent up-front investment to purchase the technology, we foresee this solution sweeping the industry off its feet.

NuSound Technology Group is a Member of Technology Assurance Group (TAG), a private organization of elite, independently-owned, unified communication providers in the United States and Canada, who collectively represent over \$350M in sales. TAG Members integrate all communication solutions including it, telecommunications, av, surveillance, video and telepresence, managed services and managed print. These companies

are dedicated towards advancing their customers' businesses through collaborative effort and education, in addition to gaining access to revolutionary programs, like the aforementioned. This program is not available to companies outside of the TAG organization.

#### **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](http://www.nusound.com)