# United Systems Expands Customer Advocacy Program Through Advanced Education of SIP Trunking and IP Protocol

*Enhanced Program Helps Businesses Take Advantage of New Technology to Reduce Costs and Increase Productivity*

QUINCY, IL — June 25, 2008 — United Systems, Inc., an industry leader in business communications, announced today that the company has expanded their customer advocacy program through advanced education in SIP (Session Internet Protocol) Trunking and IP Protocol. United Systems elevated the program to further the region's businesses to take advantage of new technology to reduce costs and increase productivity.

"As an organization it is our mission to support our customers in their ability to first understand the latest technology and then implement it so they can fully reap its benefits," Mike Melton, President of United Systems. "At United Systems we are constantly analyzing and evaluating advancements in communications so we may proactively educate our team of professionals. It's like a kid in a candy store when we identify leading edge technology such as SIP Trunking that has the power to dramatically improve the manner in which our customers communicate. By quickly elevating our customer advocates' knowledge of SIP Trunking, they're able to effectively explain it to our customers in a consultative manner so adoption of may occur quicker and easier."

Many people are aware that Voice over Internet Protocol (VoIP) lowers costs and offers powerful new business applications. These two benefits alone are accelerating the acceptance of IP based technology, also known as the convergence of voice and data, on a global level regardless of the size of company. Session Initiation Protocol (SIP) raises the bar of IP by adding intelligence to business processes and providing both users and IT departments with greater control over their communication environments.

In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated. SIP Trunking is a viable cost-saving move for small to medium sized companies because it offers several tangible opportunities to increase profits through unlimited local calling, lowered long distance rates and by utilizing existing and new IP PBXs. The reduction in cost per minute for communication provided by SIP Trunking gives SMBs an almost immediate ROI.

"We found in most cases that companies with phone systems that are 6 years old or older can be replaced at little or no cost because of the savings they will experience from SIP Trunking," added Mr. Melton. "This is very exciting because SMBs can immediately become current in their technology giving them a competitive advantage in their marketplace. Furthermore, we have partnered with the top two leading SIP providers in the industry – Broadvox and Excel and our customer advocates understand the value proposition of both organizations. The mission of United Systems' customer advocates is to act as liaison and by continually enhancing their knowledge we're strengthening the bond they have built with their customers. We're looking forward to bringing SIP Trunking and its benefits the region."

## ABOUT UNITED SYSTEMS, INC.

Founded in 1986, United Systems, Inc. is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allows the United Systems, Inc. team to develop an understanding of each customer's unique requirements, and to respond to those requirements quickly and effectively.

Our mission is that we are in business to serve every customer in the tri-state area with priority service. Our goal is to make their businesses profitable and provide a competitive edge with the use of technology and services.

For more information on United Systems, Inc., call (217) 228-0315 or visit www.4unitedsystems.com.