



## **United Systems Helps Customers Combat Recession with Advanced Technology**

*SMBs Leverage Solutions Designed to Enhance Productivity and Profits*

QUINCY, IL – August 24, 2011 - United Systems, Inc., a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, United Systems has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that United Systems has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for

IP based telephony by dedicating a separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. United Systems' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Mike Melton, President of United Systems. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

United Systems is also associated with Technology Assurance Group (TAG) which is

an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "United Systems has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

### **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](http://www.4unitedsystems.com).